

Group E: Thriving Boomers

Roger & Sandra

Type E20: No Place Like Home

Upper middle-class multi-generational households in exurban areas

1.50%  |  2.53%

Overview

Key Traits

- Active young adults
- Laid-back boomers
- Matter of fact
- Family values
- Stable
- Charitable
- Smart shoppers
- Mixed media adoption
- Ad-adverse
- Internet utilitarian

Rankings

Metropolitan City: Top 10 CBSA Markets	53/71
Internet: Changed the Way I Shop for Products/Services	27/71
GreenAware SM : Behavioral Greens	19/71
Exercise: Regularly	29/71
Income: Estimated Household	20/71
Age: Head of Household	34/71
Children: Presence	48/71



Group E: Thriving Boomers

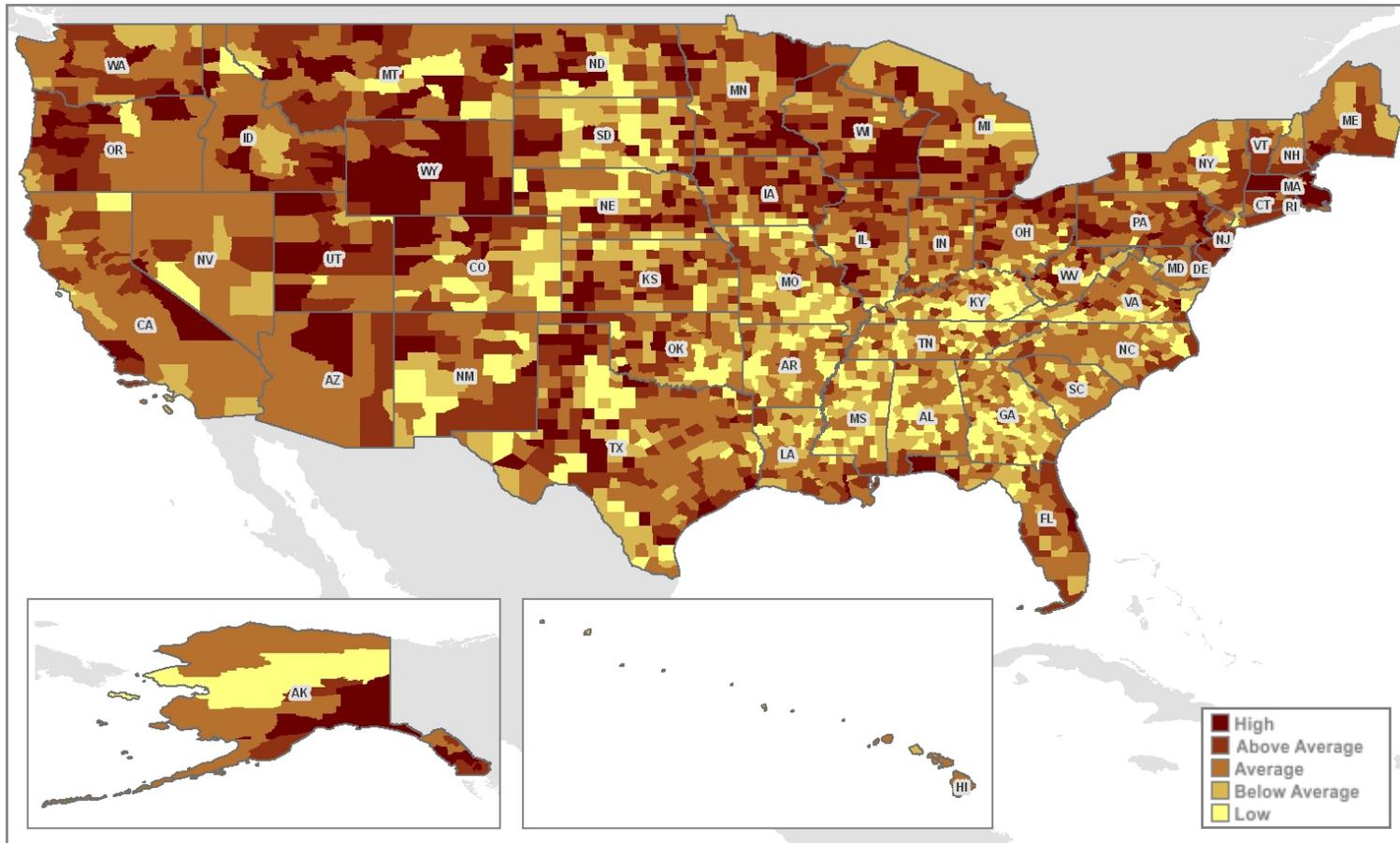
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Overview





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Description

Overview

No Place Like Home consist of multi-generational households living in exurban comfort. Many households contain 50-something adults and their 20-something children sharing the family home. Segment members are typically educated and the households contain multiple workers earning good salaries from white-collar and sales jobs. Because many No Place Like Home homes are located in small cities and towns in the Midwest and Northeast, home values are typically below the national average. That's fine with these residents, who have typically lived at the same address for more than 15 years and have deep roots in their communities.

Living in communities removed from urban and suburban sprawl, No Place Like Home tend to lead laid-back lifestyles. The baby boomer adults are content with sedentary pursuits like woodworking and collecting antiques; their idea of sports includes boating and bird-watching. Meanwhile, their outgoing and active adult kids prefer to hit the night spots, take scuba diving trips and roar around on motorcycles. In this segment, with its bi-modal age profile, musical tastes range from country to hip hop.

No Place Like Home aren't big on brick-and-mortar shopping excursions, but they do like to purchase products from TV infomercials, catalogs and Websites. They're TV fans - especially do-it-yourself programs - and they like reading newspapers and magazines that cover cars, sports and women's issues. Their taste in retailers is mainstream: they buy their staples at Sears or Kmart and then head to the mall to pick up work attire at Banana Republic or Chico's. Late adopters when it comes to apparel and electronics, these traditionalists prefer to buy their favorite brands and styles. They're also okay with buying used cars and trucks to get around - as long as the vehicles are made in America.

The boomer majority in No Place Like Home have a matter-of-fact approach to life. They work hard, volunteer with community organizations and typically vote the Republican ticket. Many members describe themselves as conservatives who support family values. Some of the older children may have opposite views on social issues. When it comes to charitable giving, they like to spread the wealth around, donating money to a wide range of causes, especially education concerns, political organizations and the arts.

Although No Place Like Home participate in mainstream media and popular culture, they try to avoid commercial messages. They dislike newspaper ads, mute many commercials on TV and manage to tune out advertisements in movie theaters and on billboards. Only the commercials they hear on their favorite radio stations don't seem to annoy them, and they are beginning to accept online ads. In this segment, Internet surfers will click on email messages, Website banners and links. However, they're more likely to do it when the messages are humorous.

Demographics and behavior

Who we are

The name of this segment refers to the high concentration of multi-generational households in this segment headed by boomer-age parents. Nearly a third of households contain a young adult in their 20s and 30s - more than triple the national average - and one in six is home to an aged parent. These households are predominantly white and well-educated, with two-thirds containing at least one person with at least some college education; nearly a quarter hold a graduate degree. With two generations in the workforce, this segment has above-average rates for jobs in white-collar and sales professions.



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Where we live

No Place Like Home live in older, comfortable neighborhoods, typically in the small cities and towns of the Midwest and Northeast. In these areas, house values are below average, and many of these older single family homes sell for under \$200,000. Still these houses, most built between 1950 and 1980, are spacious enough for several generations to live comfortably into old age. Many of the adults have done just that; a majority have lived at the same address for more than 15 years. That stability makes for close community relations and a high degree of neighborliness. At the same time, the parents in the household appreciate the chance to get away, and they're twice as likely as the general population to own a vacation or weekend home.

How we live our lives

No Place Like Home are known for their modest, unpretentious lifestyles. Given their older-than-average population, it's not surprising that they tend to pursue less strenuous activities like woodworking, playing a musical instrument, collecting antiques and photography. They prefer to watch sports than play them. These boomer-aged couples enjoy going to home-style restaurant chains like Bob Evans, Red Robin and Perkins.

However, the influence of the younger members of No Place Like Home accounts for their tendency to go to bars, comedy clubs and theaters and participate in fantasy sports leagues. They also ride motorcycles and mountain bikes as well as engage in sports like skateboarding and scuba diving. They're also the reason that music tastes in this segment range from traditional country and classic rock to hip hop and jazz.

As shoppers, No Place Like Home are careful consumers who look for bargains before brands. They like discount department stores such as Sears and Kmart, as well as more upscale mall chains like Ann Taylor and Coldwater Creek. They'll splurge on electronics, and often own camcorders, MP3 players, DVD players and large-screen TV sets. They're big fans of direct marketing and enjoy buying from their living rooms - whether through TV infomercials or catalogs. They're also shopping online now more than they've done in the past, as they slowly weave the Internet into the fabric of their lives.

With mixed media patterns, No Place Like Home read newspapers and use the Internet more than average, listen to radio and watch TV the same as the average and are not that interested in magazines. They read few publications, other than traditional titles like Ladies' Home Journal, Popular Science and Car and Driver. They make a strong market for TV viewing, especially cable channels like Lifetime, HGTV, Hallmark Channel and the Fox News Channel. On their commutes to work, they like to tune in to stations that offer news, sports and a range of music.

How we view the world

No Place Like Home have an upbeat, practical outlook on life. They follow the general population's views and don't get too excited about hot-button issues such as crime and pollution. However, due to the age disparities in this segment, their values show some stark contrasts. The older members tend to be more conservative politically - a disproportionate number describe themselves as religious - and Republican voters outnumber Democrats by more than 2 to 1. However, the youthful members make their progressive views known.

No Place Like Home enjoy owning quality products but they're not the early adopters who have to own the latest gadgets or designer fashions. They buy most car makes; used cars and domestic models are acceptable as long as they're safe and durable. In fact, an above-average number say that they prefer to "buy American".

Overall, they're not very receptive to traditional advertising. They value local news and read a daily but they don't like the ads. They particularly dislike TV commercials. Although they qualify as avid movie-goers, they try to ignore the pre-film commercials. They expect ads to be entertaining but, when they're not, they reach for the mute button in their mind.



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These Americans are hard-working, salt-of-the-earth types who have a genuine interest in people. They say that time is more valuable to them than money, but they're happy to contribute both to worthwhile causes related to education, politics, the arts and religion.

How we get by

The conservatism of this segment extends to their finances. With solid incomes close to \$80,000 a year, both parents typically bring home modest paychecks while their adult children contribute in some manner as well. These older couples have been setting aside as much as they can for years. They have high rates for owning IRAs, 401(k)s and Keogh accounts, though they're more likely to have high balances in safe CDs and money markets than riskier stocks or mutual funds. Nevertheless, most state that they need to increase their savings before retiring.

Their fiscal prudence allowed this segment to avoid the credit boom and bust. They have low to average rates for using credit cards, and an above-average portion pay off their VISA and MasterCard bills each month. They follow the general population in owning health and life insurance, though they're more likely to protect their families through the accumulation of cash-value whole-life insurance. They will tap their home equity to qualify for education and car loans, but they shy away from taking out home improvement and personal loans. These households don't like going into debt.

Digital behavior

The varied age groups in No Place Like Home are among the top Internet users. They go online in search of both news, weather, the environment and entertainment. They also frequent sites about pets, health and well-being and pharmacies. They're more likely than average to read blogs, join chat forums, get the latest sports scores and participate in auctions. Their children also go to Websites in search of jobs, magazines and, not surprisingly, apartment listings. They make a solid audience for online banking, shopping and advertising; they click on email, Website and link ads. They are also expansive in how they access the Internet; they go online at home, work, libraries and schools - and, often, wirelessly. These households tend to stop at Websites like WebMD, MSN, eBay and CareerBuilder.

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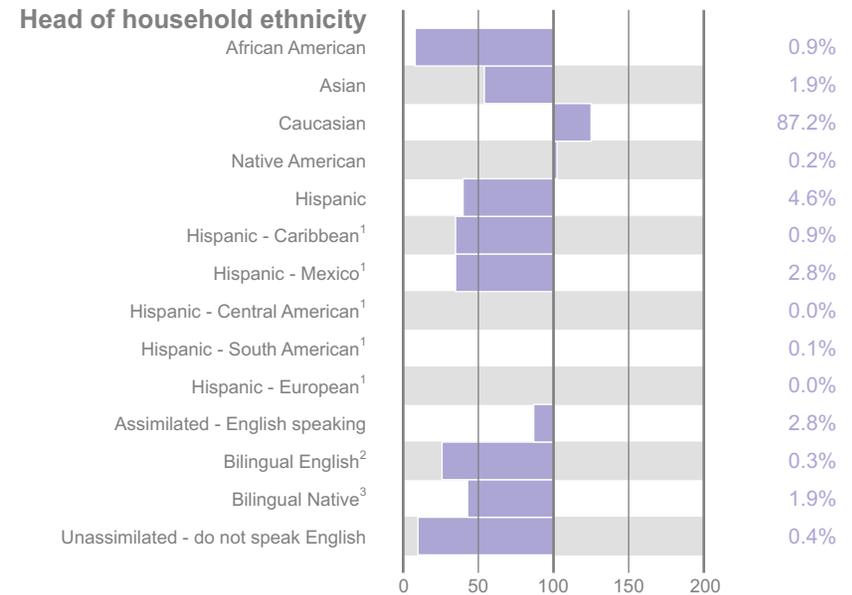
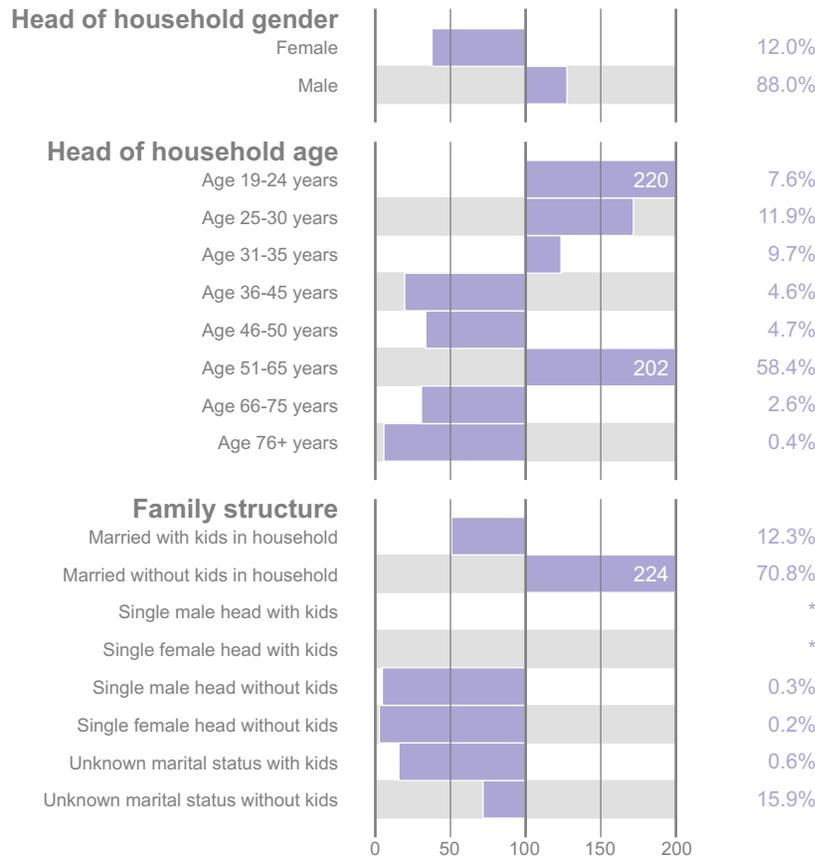
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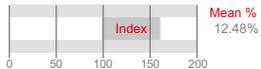
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Who we are



Understanding Charts
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¹Included in the overall Hispanic category representation
²Bilingual English - prefer English, but speak native language
³Bilingual Native - prefer native language, but know English



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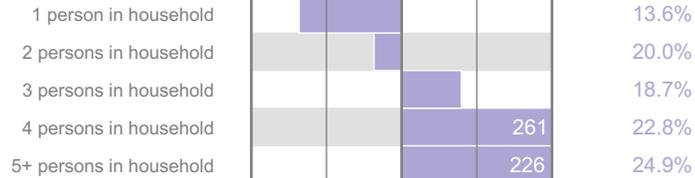
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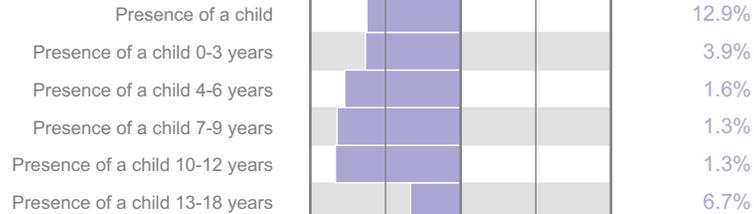
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Who we are

Household size



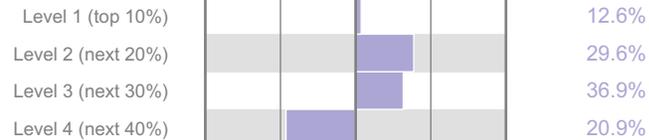
Children



Additional adults in household



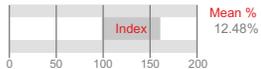
TGI socio-economic levels



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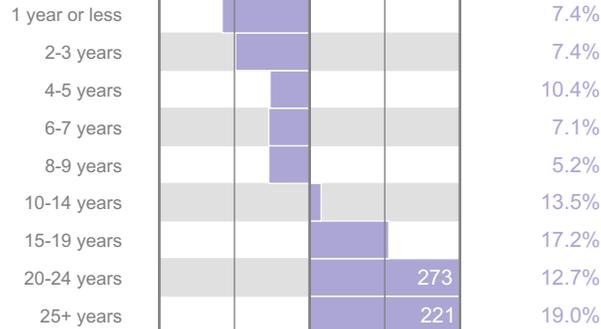
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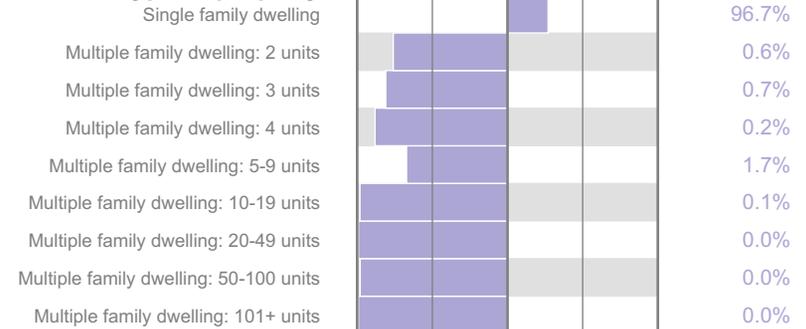
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Where we live

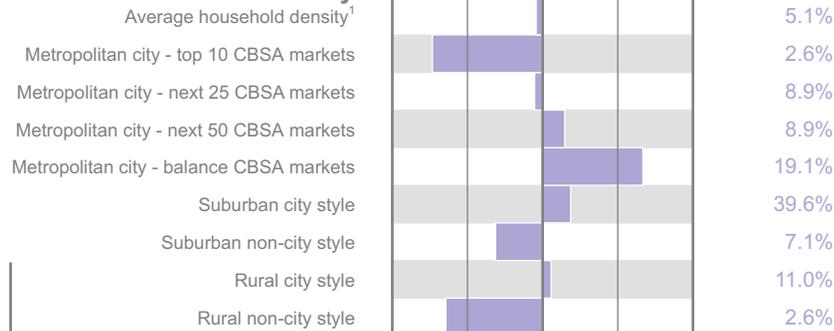
Length of residence



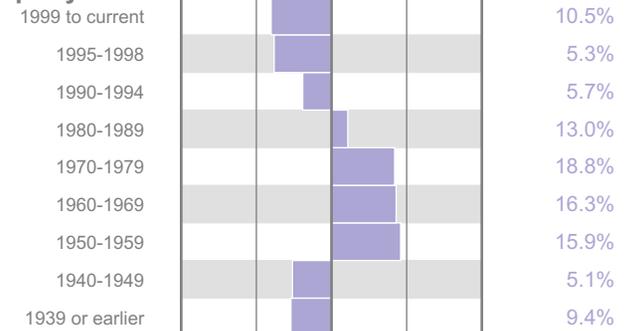
Type of property



Urbanicity



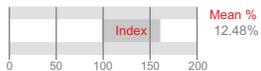
Year property built



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¹Higher values indicate households tend to live in more densely populated areas



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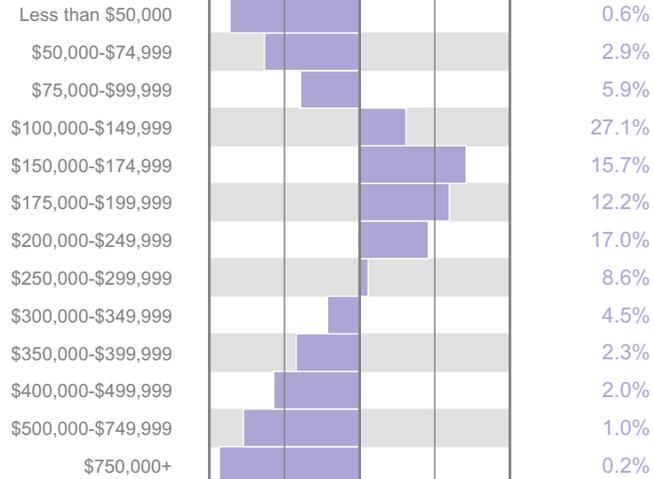
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Where we live

Estimated current home value



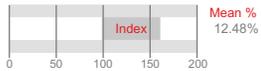
Home ownership



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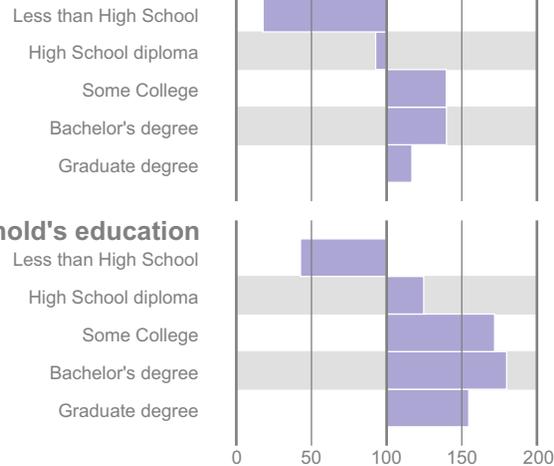
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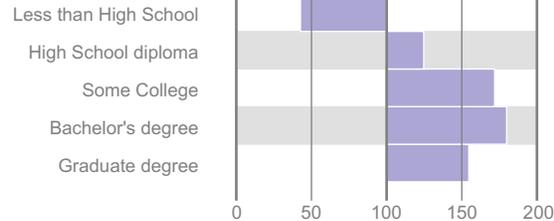
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How we get by

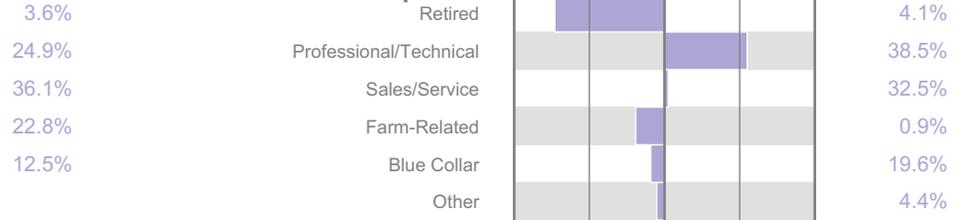
Head of household's education



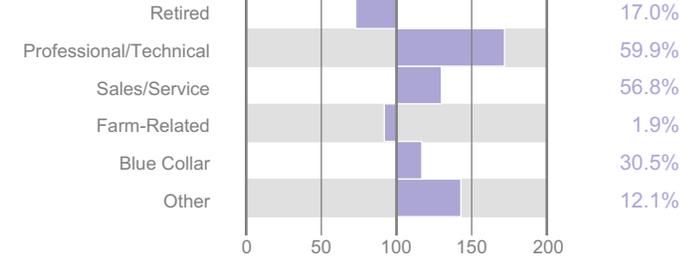
Someone in household's education



Head of household's occupation



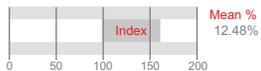
Someone in household's occupation



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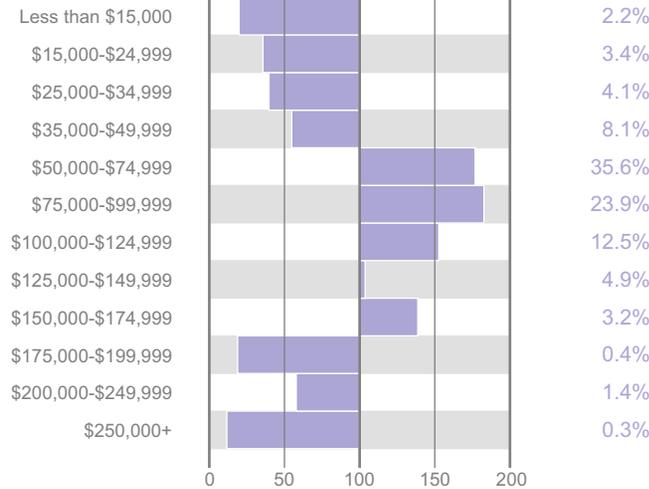
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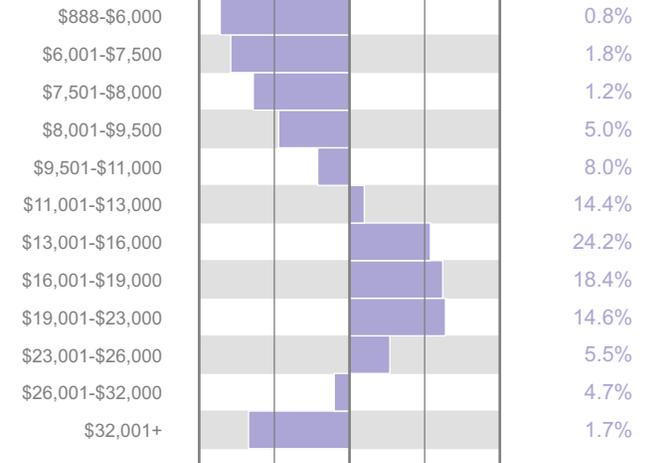
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What is our financial circumstance

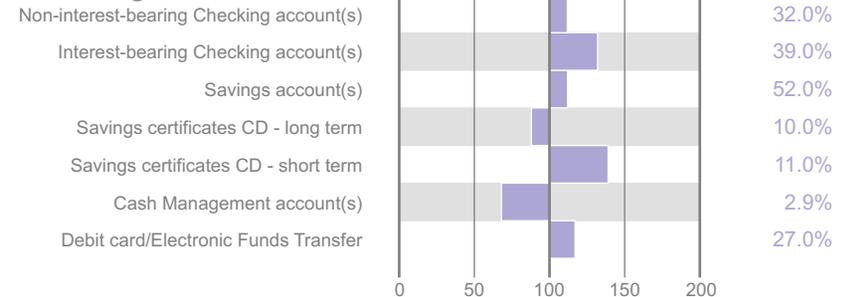
Estimated household income



Discretionary spend estimate



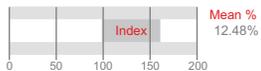
Banking and investments



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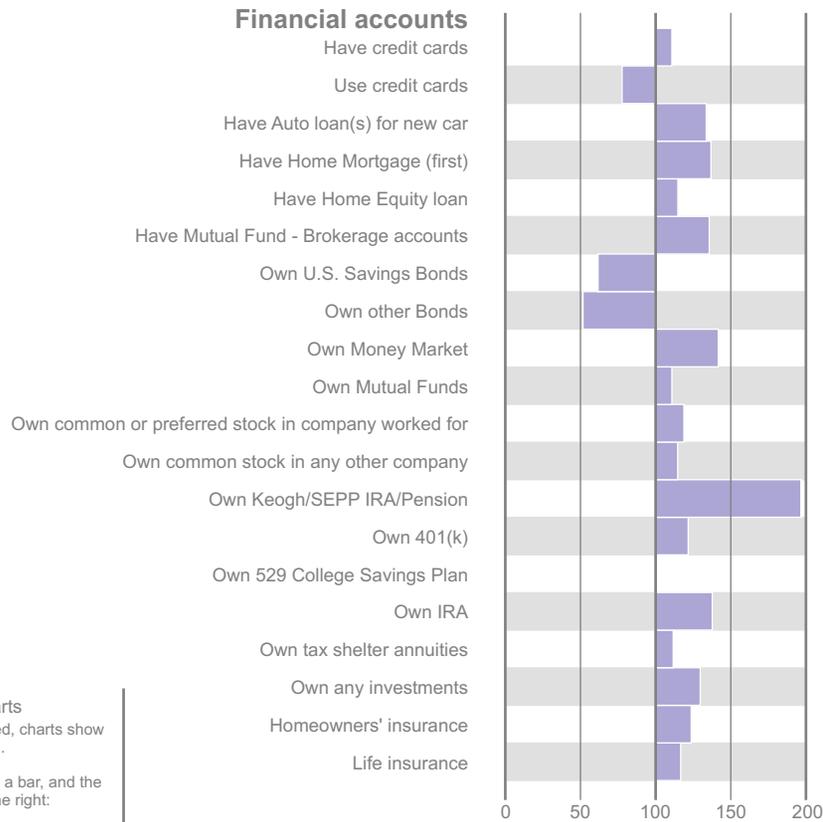
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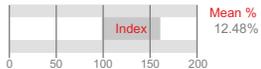
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What is our financial circumstance



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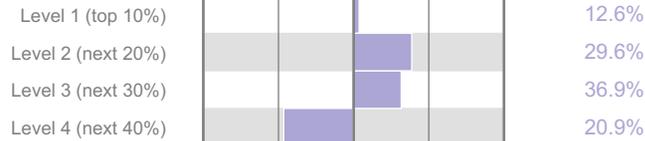
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What is our financial circumstance

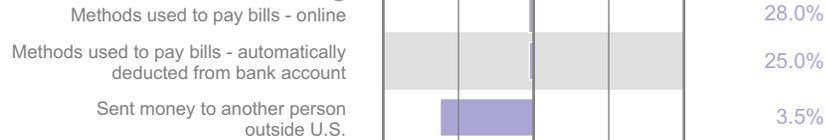
TGI socio-economic levels



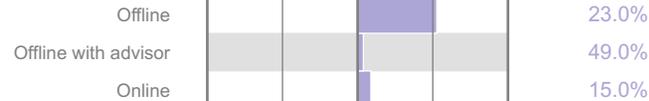
Home expenditures



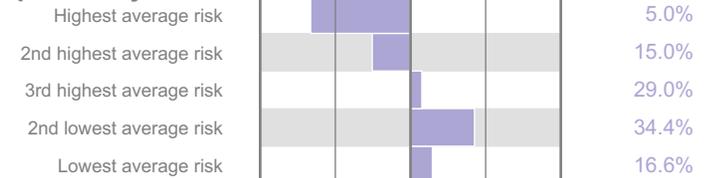
Method of transacting



Tax preparation method



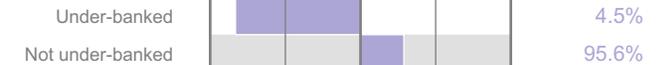
Median equivalency score



Summarized Credit Factors



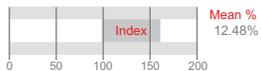
ChoiceScoreSM



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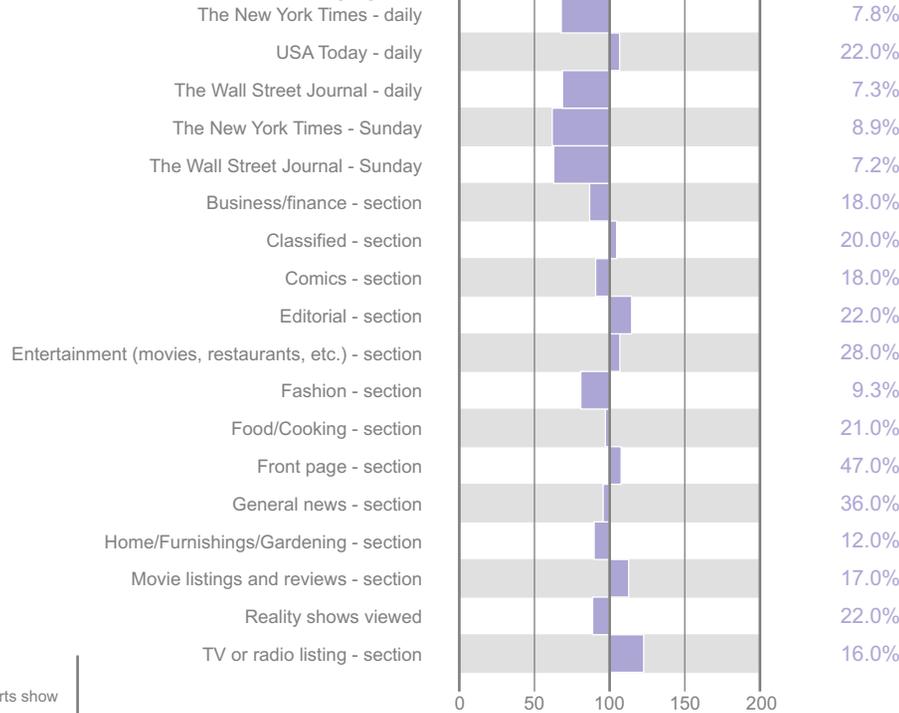
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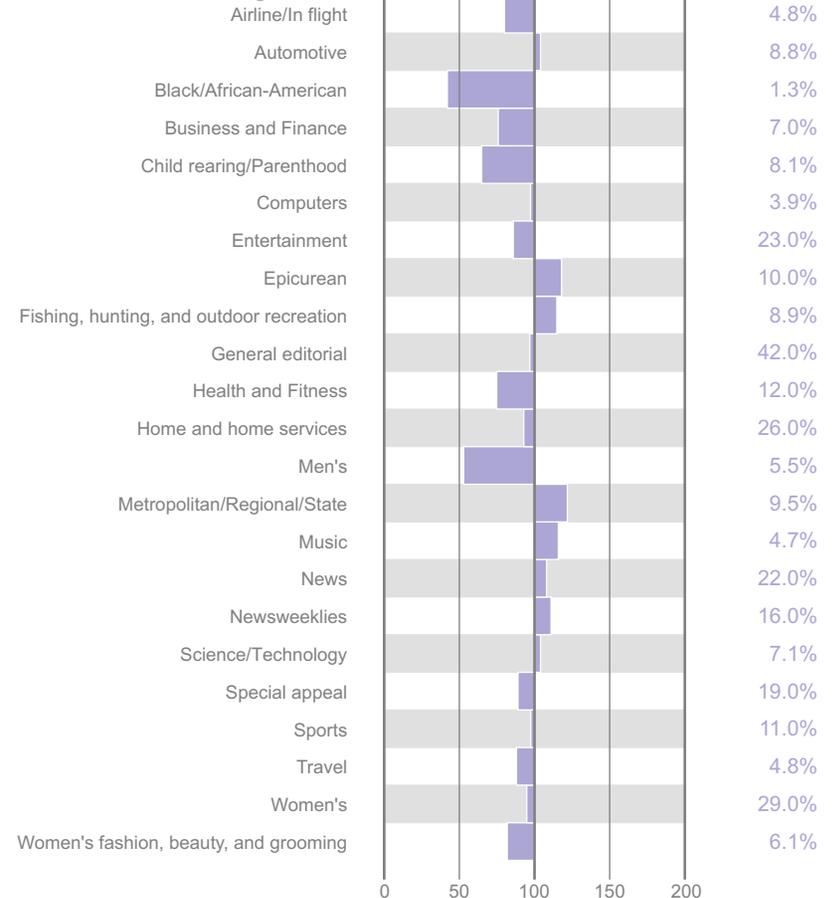
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How we live our lives

Newspapers



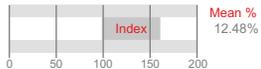
Magazines



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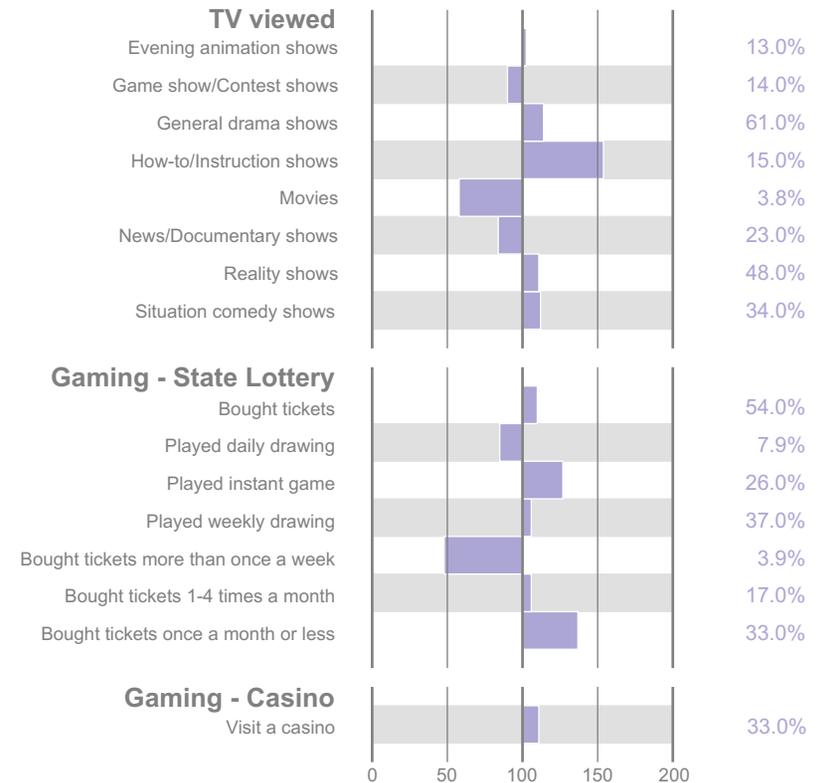
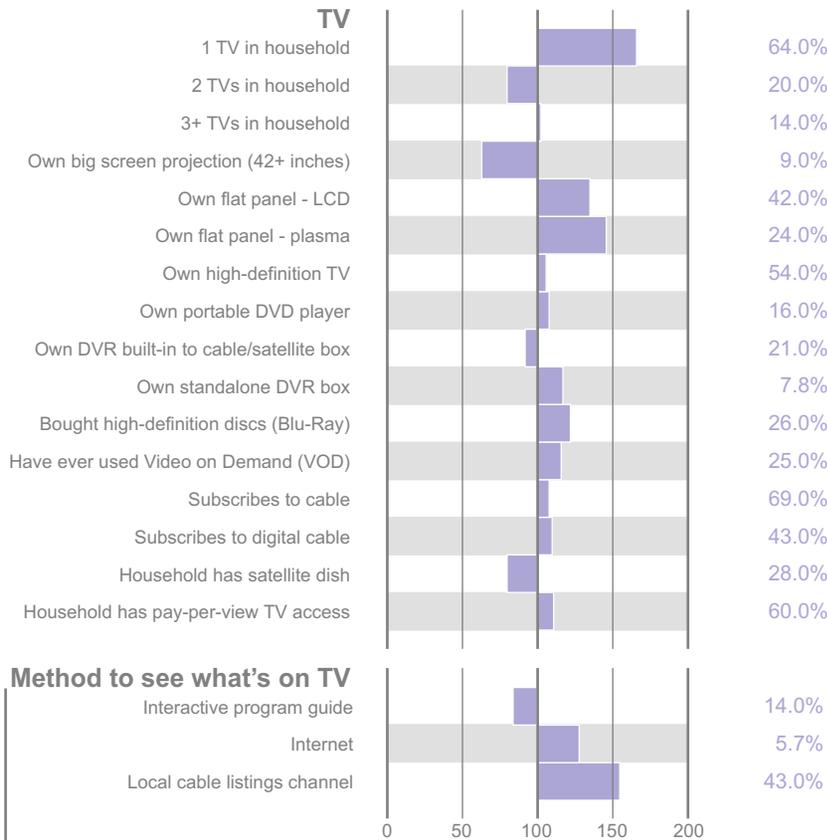
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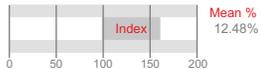
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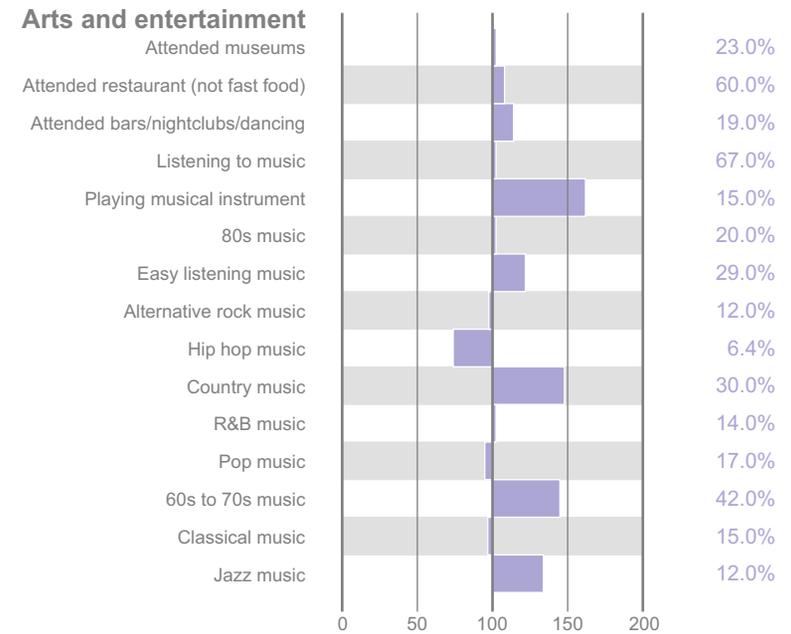
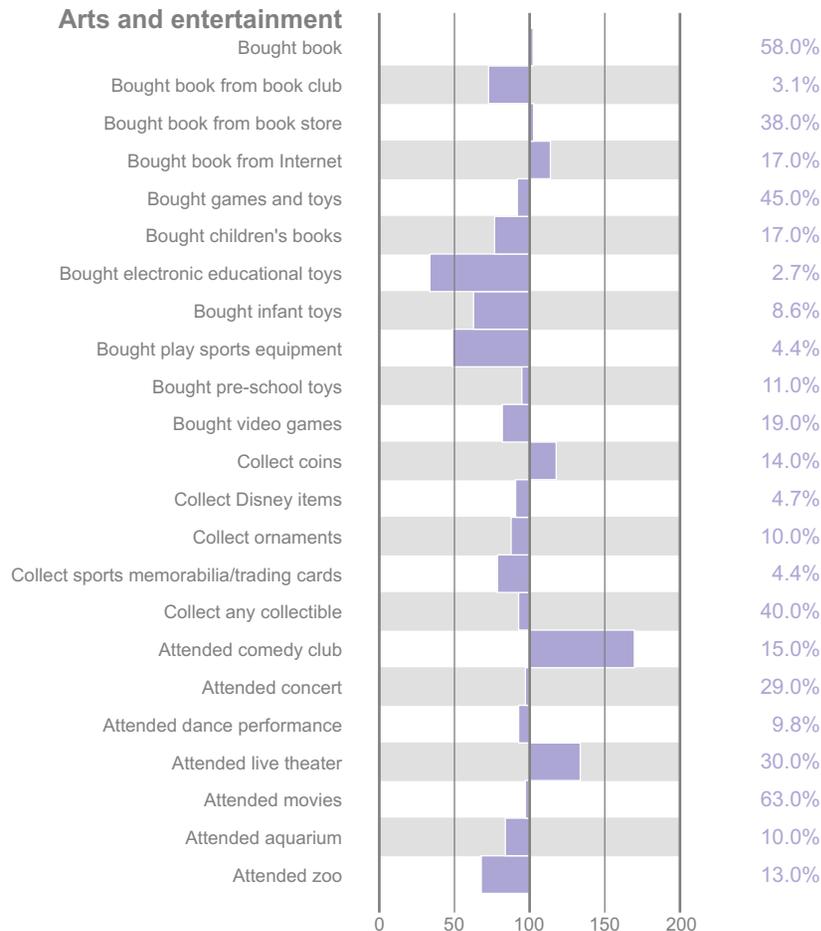
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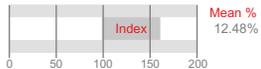
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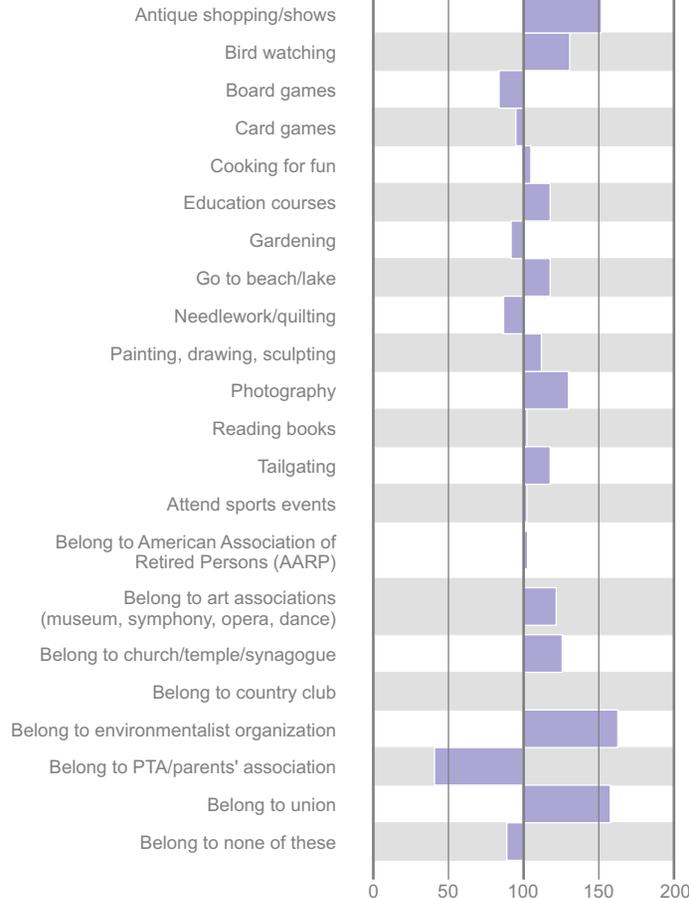
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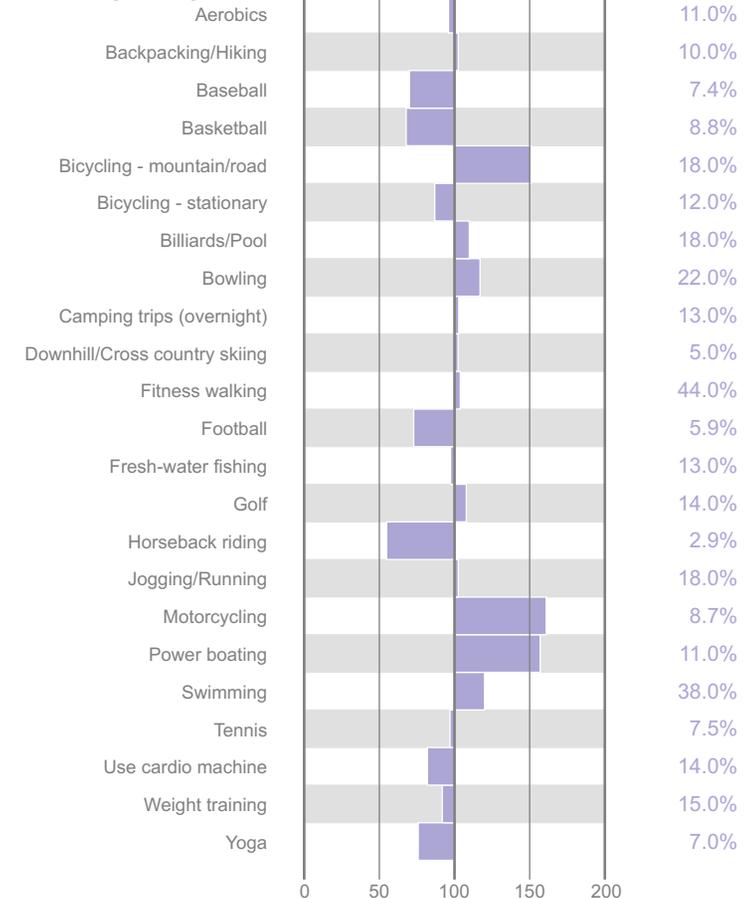
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How we live our lives

Leisure activities/hobbies

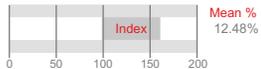


Sports and fitness participation



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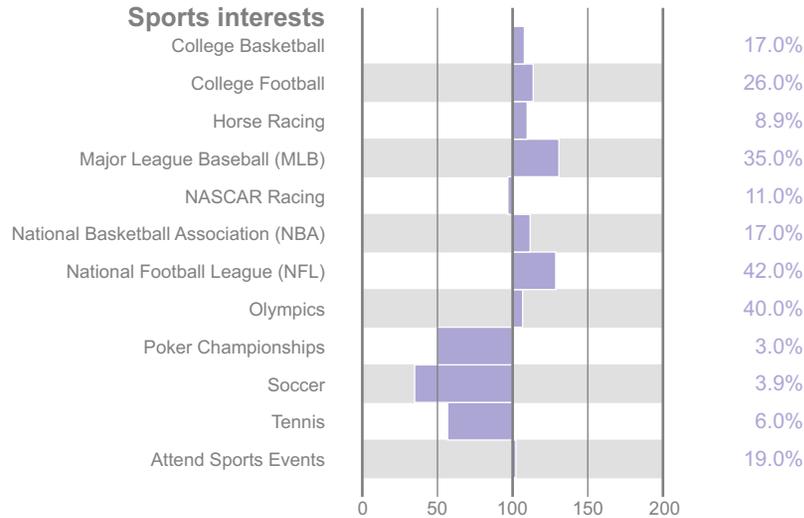
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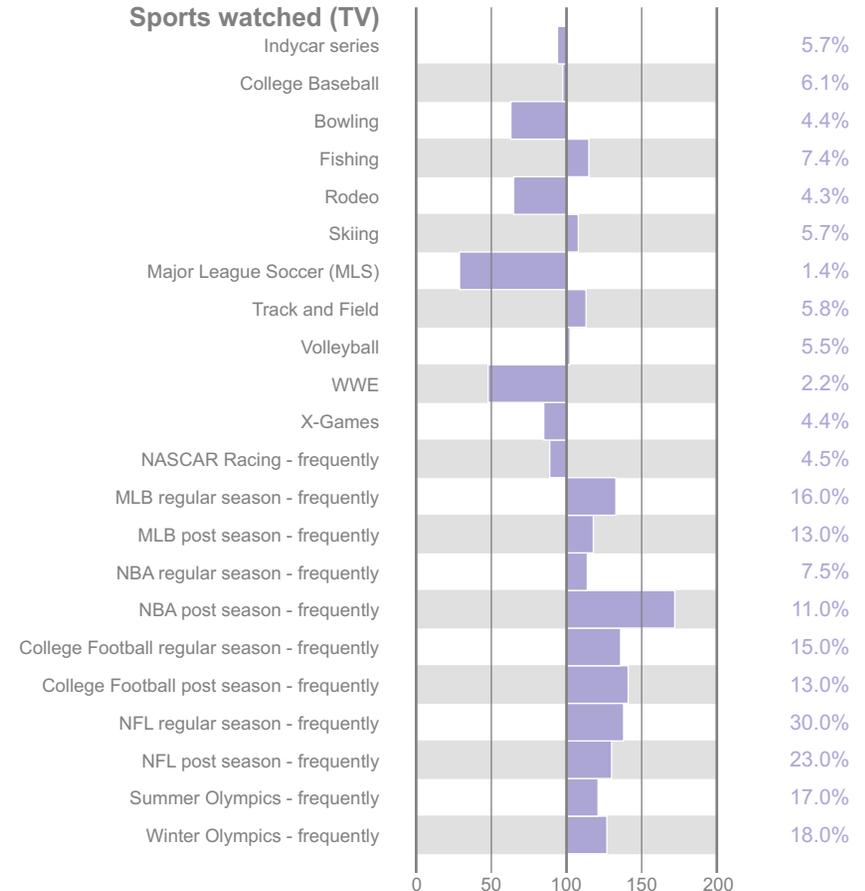
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How we live our lives

Sports interests



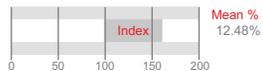
Sports watched (TV)



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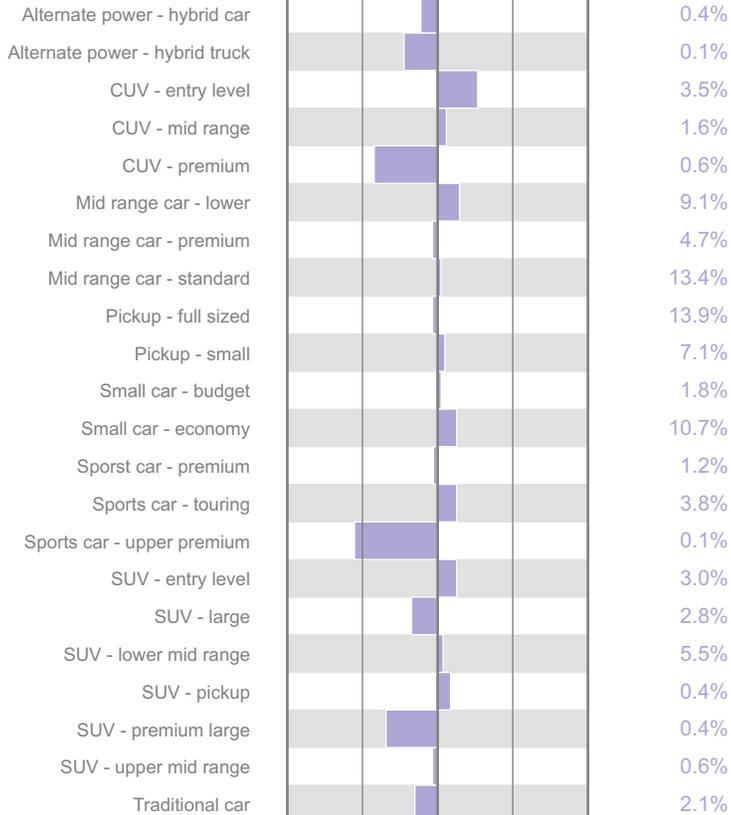
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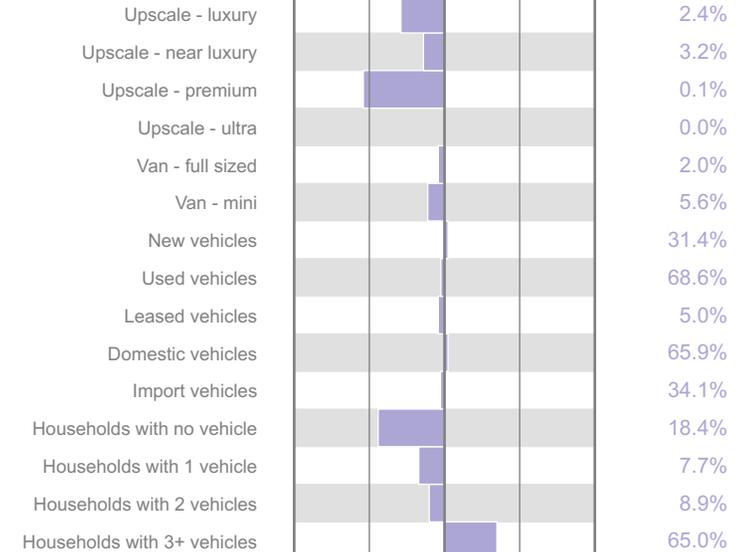
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How we live our lives

Vehicle classification



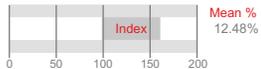
Vehicle classification



Understanding Charts

Unless otherwise stated, charts show the Index and Mean %.

The Index is shown as a bar, and the Mean % is shown to the right:





19 20 21

Group E: Thriving Boomers

Roger & Sandra

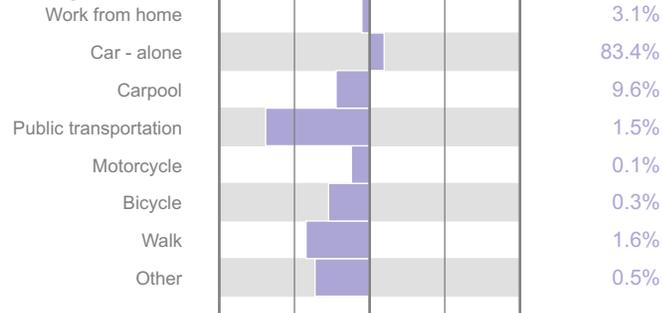
Type E20: No Place Like Home

Upper middle-class multi-generational households in exurban areas

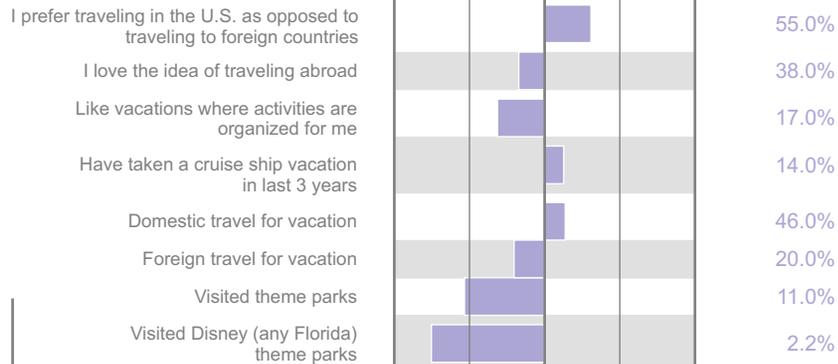
1.50%  |  2.53%

How we live our lives

Work transportation



Travel



Understanding Charts

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