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THE HOME OF
A BABY BOOMER

– A Market Research of the Real Estate Needs of the Baby Boomer in the Upstate of South Carolina; the case of Rosewood Communities Inc.

Mia Fay Nyblom

THE HOME OF A BABY BOOMER

This study is a market research for the case company, Rosewood Communities Inc. Rosewood Communities operates as a residential homebuilder in the Upstate of South Carolina. The company targets the baby boomers, aged 47 to 65, in their product referred to as the Cottages. The three research questions answered in this study are: who is the target market, what do they want/need/value, and how can Rosewood Communities give them that?

Thus, the objective of this study is to research the baby boomer; segmenting them as an age group demographic. This descriptive research requires an empirical study of the target market. Both quantitative and qualitative research methods are used. These research methods include interviewing the owner of the case company and sending out a questionnaire to the Cottage homeowners of the Rosewood Communities.

Theoretical consumer behavior theory and target marketing theory are outlined as the foundation for the study. The environment of the Upstate of South Carolina, surrounding the case company is presented and discussed. Baby boomers are defined, researched theoretically and their retirement real estate needs are outlined.

The reliability and validitiy of this research are within the scope of the environment of the target market demographic, the baby boomers, living in the Cottages of Rosewood Communities located in the Upstate of South Carolina. Any conclusions made from the results of the questionnaires, interviews, and observations in this thesis pertain only to these specific circumstances.

The empirical analyis identifies the Cottage baby boomers as rooted in their traditional values of faith and family. Their work ethic, education and income levels combined with their faith and family values establish the baby boomers as a stable target demographic group. In regards to the home, the baby boomers value maintenance-free living and being close to their children. Downsizing to the Cottages causes the baby boomers' extreme need for storage space.

Recommendations are made for Rosewood Communities in how to position the company and their Cottage product to target the baby boomers. These recommendations include

improvements to the Cottage product, more storage in the floorplans and Rosewood Communities' strategic marketing decisions. The practical application of this study is found in Rosewood Communities' cooperation during this study and initiative in applying the conclusions to their day to day operations as a homebuilder.

Mia Fay Nyblom

SUURTEN IKÄLUOKKIEN KOTI

Tämä opinnäytetyö on markkinointitutkimus Rosewood Communities Inc. yhtiölle. Rosewood Communities toimii asuintalojen rakennuttajana South Carolina osavaltion pohjoisosissa. Yrityksen kohderyhmänä on "the baby boomers" eli suurten ikäluokkien edustajat ja heille suunnattuina malleina "the Cottages" asunnot. Kolme kysymystä, joihin tutkimus vastaa, on: ketkä ovat markkinoinnin kohteena, mitä he haluavat/tarvitsevat/arvostavat, sekä kuinka Rosewood Communities pystyy tarjoamaan heille tämän.

Kyseisen tutkimuksen tavoitteena onkin siis tutkia suurten ikäluokkien edustajia erottamalla heidät ikäryhmän perusteella väestörakenteessa. Tämä kuvaava tutkimus vaatii kohdemarkkinoinnin empiiristä tutkimusta; sekä kvantitatiivisia että kvalitatiivisia tutkimusmenetelmiä. Näihin tutkimusmenetelmiin sisältyvät kyseessä olevan yrityksen omistajan haastattelu sekä Rosewood Communities yhtiön asiakkaille lähetettyjen kyselylomakkeiden perusteella saadut vastaukset.

Tutkimuksen perustana on teoreettinen kuluttajien käyttäytymisteoria sekä kohdemarkkinointiteoria. Kyseessä olevan yhtiön ympäristö, South Carolina osavaltion pohjoisosa, on esitetty ja keskusteltu tutkimuksessa. Suuret ikäluokat on määritelty, tutkittu teoreettisesti sekä heidän tarpeensa kiinteistöjen suhteen heidän jäätyään eläkkeelle on otettu huomioon ja määritelty opinnäytetyössä.

Tämän tutkimuksen luotettavuus ja voimassaolo ovat yhteydessä markkinoinnin kohderyhmänä olevaan väestörakenteen, suuriin ikäluokkiin, ja heidän asumiseen "the Cottages" asunnoissa South Carolina osavaltion pohjoisosissa. Kaikki johtopäätökset, jotka on tehty joko tutkimuksessa käytettyjen kyselylomakkeiden, haastattelujen tai havaintojen perusteella koskevat ainoastaan tämän kyseisen opinnäytetyön olosuhteita.

Empiirinen analyysi osoittaa, että suurten ikäluokkien edustajille tärkeintä ovat perinteiset arvot: uskonto ja perhe. Kyseisen ryhmän edustajien työmoraali, koulutus sekä tulotaso yhdistettynä heidän uskoonsa ja perhearvoihinsa, muodostavat heistä vakaan kohderyhmän. Suuret ikäluokat arvostavat huoltovapaata asumista sekä asumisen sijoittumista lähelle heidän lapsiaan. Koska "the Cottage" asunnon valitseminen tarkoittaa useimmissa tapauksissa muuttamista pienempään asuntoon, on varastointitilalle erityisen suuri tarve.

Rosewood Communities yhtiön sekä "the Cottage" mallien sijoittamiselle on annettu suosituksia opinnäytetyössä. Nämä suositukset sisältävät parannusehdotuksia "the Cottage" asuintaloihin: lisää varastointitilaa asuntopohjiin sekä markkinointistrategisia päätöksiä Rosewood Communities yhtiölle. Kyseisen opinnäytetyön käytännöllinen soveltuvuus Rosewood Communities yhtiölle tuli esille yhteistyössä tutkimuksen aikana sekä yhtiön aloitteena ottaa tutkimuksen perusteella tehdyt johtopäätökset sekä parannusehdotukset osaksi yhtiön jokapäiväistä toimintaa talonrakentajina.

ASIASANAT:

Kohdemarkkinointi, segmentoituminen, väestörakenne, paikannus, "Baby Boomer" eli Suuret ikäluokat, kiinteistöt, "The Upstate of South Carolina" eli South Carolina osavaltion pohjoisosat

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n/a

1 INTRODUCTION

The topic of this study originated while interning at Rosewood Communities during the summer months of 2011. Rosewood Communities operates as a homebuilder in the Upstate of South Carolina and has found a niche market in building low-maintenance communities targeting towards an aging baby boomer demographic. The owner's pursuit of constantly finding ways to better meet, or rather exceed, the consumer demand developed into the need for market research.

1.1 Objective

The objective of this thesis is to explore how to market to the real estate needs of the baby-boomer in the Upstate of South Carolina. This study will use the case of the land sub-divider, developer, and residential homebuilder Rosewood Communities.

The aim is to create a thorough identification of the Baby Boomer as a target market demographic enabling positioning of the company in order to make more successful strategic marketing decisions.

This study will focus on the following research questions:

1. Who is the target market?
2. What do they want/need/value/dream?
3. How can we give them that?

These three research questions were drafted per request of the owner of Rosewood Communities.

1.2 Outline

The outline of this study is structured from general to specific. The study begins with the methodology. This section explains the type of study, scope of the study, research methods used, and the actions taken to validate those research methods, and therefore the study itself.

Chapter three is the secondary research; the review of the literature already existing. It begins with an introduction of marketing as a theory and delves into the theory of consumer behavior and target marketing.

The fourth chapter describes the environment of the Upstate of South Carolina. It is this environment that surrounds the company and the market target demographic of this research.

The textbook definition of the baby boomer is discussed in chapter five. The lifestyle and real estate culture of the United States baby boomer generation per secondary data are included as a theoretical foundation.

Chapter six introduces Rosewood Communities. Their company profile, background, and company culture are identified. The niche market product: the Cottage Home is described here as well as their current marketing schemes.

The Questionnaire results are presented and analyzed in chapter seven for the niche target market demographic of Rosewood Communities. The linkage between the questionnaire and theorietical portion is discussed in order to validate the results. The results are revealed, interpretations draw, and assumptions are made. Graphs are used for the visual comprehension of the analysis.

Chapter eight concludes this research analysis by drawing the final conclusions in answer to the three research questions presented in the introduction. Recommendations in regards to important aspects of the home and more strategic marketing decisions are made for the case company, Rosewood Communities. Opportunities for further study are also outlined.

Acknowledgements are mentioned in chapter nine in order to give credit where credit is due.

2 METHODOLOGY

2.1 Methodology

The objective of this research falls under the aim of descriptive research studies, which is to accurately characterize a specific group (Kothari 2008, 2). Descriptive research, when delving into marketing research, "is to better describe marketing problems, situations, or markets, such as the market potential for a product or the demographics and attitudes of consumers" (Kotler & Armstrong 2001, 140). This process educates the manufacturer of the needs

of the consumer in order to better meet those needs. Therefore, giving the company an edge over the competition and thus increasing profits.

The nature of this descriptive research study requires an emphasis on empirical research as it is a databased research of the baby boomers as a market target group. The case of the company Rosewood Communities in the Upstate of South Carolina is used: giving this research both a foundation and a purpose. Use is defined as application; therefore, the use of a case study creates an applied research (Thesaurus.com 12.3.2012). The social trends of the baby boomers influence their real estate buying habits in the Upstate of South Carolina, which effects the sales of residential homebuilder Rosewood Communities (Kothari 2008, 3). This study identifies those social trends and the influence applied to the real estate industry and specifically Rosewood Communities. This practical application with concrete data increases the validity of the research results.

2.2   Qualitative and Quantitative Research

This study uses both quantitative and qualitative research methods. Quantitive research is defined as "based on the measurement of quantity or amount" (Kothari 2008, 3). Naturally meaning "enough respondents were researched to make the research statistically reliable and for the results to be extrapolated to a larger population" (Russell 2010, 41). The collected data from the questionnaire in this study is quantitative in the sense that it connects the baby boomer theories to the baby boomer target segment in the Upstate of South Carolina. In order to produce quantitative data in this study, the questionnaire is sent to all the present homeowners living in the Cottage Communities of Rosewood Communities. According to the Rosewood team, the majority of these homeowners are baby boomers (Nyblom 24.1.2012). The analysis of the

questionnaire distinguishes the baby boomers from the other generations in order to segment the target group.

The qualitative research methods "is concerned with subjective assessment of attitudes, opinions, and behavior" (Kothari 2008, 5). Also described as "going into much greater detail" (Russell 2010, 41). This assessment is key in the research of a social culture of a generational group such as the baby boomers. Thus, open-end and word association questions, along with interviewing the President of the case study company enable a thorough research of the baby boomer: who they are and what they think.

The techniques in the quantitative data results analysis utilize graphs and statistics in order to validate the results and establish basic knowledge foundations for comparison purposes with the qualitative data results. The intertwining of both quantitative and qualitative methods creates a more thorough research and increases the depth of the study.

2.3   Secondary Research

There are two basic forms of data collection, primary and secondary data. Secondary data is the "information that already exists somewhere, having been collected for another purpose," while primary data is the "information collected for the specific purpose at hand" (Kotler & Armstrong 2001, 141).

In support of the primary data, the theory portion of this research is included as secondary research. Marketing theory and planning is applied to the formation of the marketing strategy targeting a baby boomer. Baby boomer theories and

the environmental profile of the geographic area form a foundation for the reliability of the data collected through the empirical study.

2.4   Primary Research

Due to the descriptive, thus empirical nature of this research, primary research methods are utilized. Primary research is the process where "you design the research, conduct it, and interpret the research findings yourself" (Russell 2010, 40). Primary data collection approaches include: observational research approaches, survey research, and experimental research (Kotler & Armstrong 2001,145).

In this study, the primary data approaches stated above are used. The experimental approach is the empirical research, which requires direct contact with the source and directing the actions of the experiment to produce the desired result (Kothari 2008, 4). Edward Russell has stated that "when you control the research, you can design it any way you wish; there is simply no limit to the types of research you can conduct" (2010, 44.) This unique study uses observation of the case study company and survey questionnaires sent to its homeowners as primary data. The data in this study is collected for this specific research, as the results is used only to draw the conclusions applying to the specific company, target group, and geographical region.

2.4.1 Observation

Observation is used as a primary data source for this research. This approach includes the observation of the business operations of the case company Rosewood Communities as well as the observation of the geographic area of Greenville South Carolina. The business operations of Rosewood Communities include the daily operations and marketing material. Working as an employee in Rosewood Communities for a family relation and growing up in the Upstate of South Carolina creates a bias. The interviews, research and observation of the case company and geographical area are done as objectively as possible, considering these circumstances.

The repeatability of the research is key in validating the results. The present bias and focused scope of this study did influence the repeatability, however, the importance of the methodology and detailed research process was emphasized in order to increase the measure of repeatability. The questionnaire is only sent to those homeowners living in Rosewood Communities in the Upstate of South Carolina, USA. Any conclusions made from the results of the questionnaires, interviews, and observations in this thesis pertain only to these specific circumstances.

2.4.2 Questionnaire

The questionnaire is the manifestation of the empirical research in this study. The proper formation of a questionnaire is crucial to the validity and success of the results.

Deliberate sampling or purposive sampling, is used in the selection of this study's target group (Kothari 2008 15). The sampling is limited only to the homeowners of Rosewood Communities in the Upstate of South Carolina, exclusively those baby boomer homeowners.

The questionnaire for the empirical study is formed in the same manner as the thesis itself: broad to specific. The questionnaire has two sections categorized as demography and Rosewood. First finding out the basics: who they are and how they live their life, and then some specific feedback regarding their Rosewood experience. It is formed based on linking the theoretical portion to each question. The theory referred to by the questions is divided into demographic, socio-economic, and the general interest relating to Rosewood and their Rosewood experience. You will find all this outlined in Appendix 3.

Multiple choice and scale questions are closed-end questions, which are drafted with all the possible answers for the participants to chose from, while open-end questions, on the other hand, do not give possible answers (Kotler & Armstrong 2001,152). Both multiple choice questions as well as open-end questions play an important role in the questionnaire used. Multiple-choice questions are used for questions 1 through 13, and 16 in order to gain basic knowledge of the individual participants in order to distinguish the baby boomers and socio-economic aspects inside this generation group. Question 19 and 27-30 also use multiple-choice questions in order to streamline the date. Closed-end questions allow for answers that are "easy to interpret and tabulate" (Kotler & Armstrong 2001, 153). Although the purpose is to streamline the data and make for easy tabulation, some of these multiple-choice questions were left partially open-ended in order to accommodate all possible answers.

Scale questions, or questions with possible scale responses, are used in 14, 17-18, 20 and 31 in order to rate in the answers in frequency or importance.

The lack of possible answers in open-end questions allow more disclosure from the respondent. This enables finding out "what people think;" therefore, open-end questions are extremely useful in exploratory research. (Kotler & Armstrong 2001, 153.) Open-end questions are used for questions 15, 21 through 24, and 32 thorugh 37 in order to get a deeper understanding of what the respondents think and value without influencing their answers with possible choices. Another form of an open-end question is to present words to the subjects and allow them to answer their first thoughts connected the word, known as word-association (Kotler & Armstrong 2001,152). Word-association is used in questions 25 and 26 in order to identify the respondents instinct feelings and thoughts of Rosewood's slogan and their idea of the color of home.

The "wording and ordering" are emphasized in the formation of a questionnaire. The wording should be "simple, direct, and unbiased" and questions arranged logically. The first questions should pull the respondent into the survey, while the personal questions should be saved for the end in order not to offend the respondents. (Kotler & Armstrong 2001,153.) These tips are used in the formation of the questionnaire to ensure the quality and depth of the results from the respondents.

2.5   Data Collection

Data collection, or a method of dispatching and retrieving the questionnaire is crucial to the validity and success of the questionnaire.

The four Rosewood Cottage subdivisions: Bluestone Cottages, Bluestone Cottages Phase 2, Woodstone Cottages, and Woodstone Cottages Phase 2 are the focus of this empirical study per the President of Rosewood Communities, as these subdivisions are targeted at the baby boomer (Nyblom 24.1.2012). The subdivisions' engineering plats are used in order to narrow down 108 addresses of the homes that are currently inhabited. The lots that are vacant and under construction are eliminated from the address list.

Two questionnaires are included in each envelope with a stamped envelope stamped containing the office address on it for the most convinient return of the questionnaire. Here it is important to note that it is taken into consideration that some addresses have only a single resident while others have multiple residents; two questionnaires were sent out in order to increase response.

The cover letter included with the questionnaire is also attached in Appedix 4. This letter explains who the researcher is, the purpose of the questionnaire, and what the questionnaire entails. In order to generate a larger response, the owner of Rosewood agrees to a drawing for $100.00 for all those who return the questionnaire by Tuesday, May 9th. The questionnaire remains anonymous, but the respondents enter the drawing by writing their return address on the envelope. To conclude, inside each envelope the target audience finds the cover letter, two questionnaires, and a stamped return envelope.

The questionnaires are sent out on Tuesday, May 2nd. By the deadline of Tuesday, May 9th, 34 envelopes arrive by mail. Another 9 envelopes, bringing the total to 43 arrive by Friday, May 12th. 27 of the envelopes contain 2 questionnaires, so an overwhelming total of 70 questionnaires are returned. The questionnaires are kept anonymous by putting the addresses in the giftcard

drawing before discarding the addressed envelopes and begin reading the completeed questionnaires.

3 LITERATURE REVIEW

3.1 Introduction to Marketing

Marketing has been defined specifically as a "matching process by which a producer provides a marketing mix that meets consumer demand of a target market within the limits of society" (Sherlekar, Prasad, Victor 2011, 7). The purpose of marketing is to adapt the firm's direction to the constantly changing market environment in order to maintain satisfied customers and profitability (Sherlekar, Prasad, Victor 2011, 8). Market research drives marketing decisions which leads to an "entrepreneur's problems of what, how, when, how much and for whom to produce" (Sherlekar, Prasad, Victor 2011, 9 -10). In order to maintain an opportune marketing strategy, a company must invest resources into market research basing its "source of marketing information on consumer behavior and market trends" (Sherlekar, Prasad, Victor 2011, 12). Therefore, marketing is how the company presents itself to the consumer as well as how the consumer perceives the consumer, their interaction.

Furthermore, Sherlekar, Prasad, and Victor emphasize Professor Malcolm Nair's statement that "Marketing is the creation and delivery of standard of living to the society. This concept envelopes the idea that marketing boosts the quality and quantity production resulting in a higher standard of living. (Sherlekar, Prasad, Victor 2011, 132.)

The marketing mix refers to the "the 4 'P's' of marketing highlighted by Jerome McCarthy in 1960 as being product, place, price, and promotion" (Russell 2010, 12). Years ago a fifth 'P' of marketing: 'people' was suggested and marketers have been debating about it ever since. It has been said that "without people, there is no point to marketing" and concluded that "marketing can only exist in a consumer-driven world" (Russell 2010, 13, 39). In order to be successful in marketing, marketers are required to "have a deep and thorough understanding of consumers' attitudes, behaviour and most importantly, why they do what they do" (Russell 2010, 39). Thus, this study begins marketing with the fifth 'P'-People, identifying the consumer behavior of a target market segment in order to contribute to the communication strategy of the case company.

3.2   Consumer Behavior

Methods for studying consumer behaviour

1. Study and analyse what your consumers are actually doing (for example, which brands are they buying?) When, how, and where are they buying them?)
2. Consider why they are doing what they are doing (for example, is it because of some strong rational or emotional reason or a desire for status?)
3. Decide what you need to do in order to get consumers to consider doing what you want them to do.

(Russell 2010, 40).

Russell has also outlined three basic influences of consumer behavior as:

1. Environment
2. Culture
3. The individuals pyschological make-up

(2010, 48).

3.3   Target Marketing

Trying to keep up in the market environment can be quite overwhelming with its vast size, constantly changing consumer behaviors, and superior competitors. In addition to the vast mass marketing environment, it is indisputable that "people differ in their tastes, and this affords an opportunity for challengers and niche marketers to go after narrower market segments" (Kotler 2005, 48). These aspects of the market environment lead to the formation of the target marketing theory.

In target marketing, a company uses resources to identify the areas of a market they can "serve best" at the highest profit margin (Kotler & Armstrong 2001, 245). This is the discovery of your target market. Becoming as knowledgable as possible with "why they [your ideal target market] do what they do will help you determine the best way to present your product to maximise interest" (Russell 2010, 13).

Target marketing is made up of three major steps; market segmentation, market targeting, and market positioning (Kotler & Armstrong 2001, 245). These steps will be defined and explored relative to the case of Rosewood Communities.

3.3.1 Marget Segmentation

Market segmentation is the first step in target marketing and incorporates the identification of consumer behavior as its foundation. It is the process of creating market segments by "dividing a market into distinct groups of buyers on the basis of needs, characteristics, or behavior who might require separate products or marketing mixes." Therefore, these market segments are made up of "a group of consumers who respond in a similar way to a given set of marketing efforts." (Kotler & Armstrong 2001, 64.) The identification of consumer demand is fundamental to segmentation, further confirming segmentation as "consumer-oriented marketing strategy" (Sherlekar et al. 2011,132).

The methods used in segmenting the market "has gone through several stages" with the best segmentation method at the moment usually being the newest variable for segmentation (Kotler 2005, 49). Today it has became apparent that segmenting the population can be carried out in "thousand of different ways" (Russell 2010, 56). The most common methods of segmentation are among the first formulated and still the basis of segmenting a demographic target group such as the baby boomer. This form of 'subculture' segmentation can be "geographic, demographic or psychographic in nature" (Russell 2010, 56).

- First, geographic segmentation is the division of the market into "geographic units such as nations, states, regions, countries, cities or neighborhood."
- Secondly, demography refers to the make-up of the population, thus the aspects found in this category are "sex, age, marital status, number and age of children, place of residence and mobility of a household." Socio-economic characteristics are incorporated into a demographic

segmentation. This includes segmenting on the basis of "income, education, occupation, family, life cycle, social class, religion and culture." Culture is the result of forces, such as institutions influencing the basic values, perceptions, preferences, and behaviors of society (Kotler & Armstrong 2001, 111).

- Thirdly, dividing the consumers on the basis of social class, lifestyle, and personality is psychographic segmentation. (Serlekar et al. 2011, 134.) Three social classes exist in every society: the upper, middle, and lower class. Lifestyle, which reflects "the overall manner in which persons live and spend time and money," has proven to be a key variable pinpointing consumer buying behavior (Serlekar et al. 2011, 135). This key variable is due to the fact that "people use products, brands, and services as a means of self-expression," therefore supporting the company image by purchasing the products and services that they believe they themselves exemplify (Kotler & Armstrong 2001, 112).

3.3.2 Market Targeting

Targeting the market is the second step in target marketing, and pretty self-explanatory. Targeting the marketing is "the process of evaluating each market segment's attractiveness and selecting one or more segments to enter" (Kotler & Armstrong 2001, 64). As seen in the previous section, "there are an infinite number of ways to segment your target audience to find the group that best suited to your brand" (Russell 2010, 54). It is important to know your target segment and know them well in order to gain the full benefits from a target demographic. This includes knowing if they are actually your target market and also, not "confusing yourself with your target" (Russell 2010, 54).

Targeting your market includes how you reach your market, how you target them. This is the difference between 'broadcasting' and 'narrowcasting,' which is advertising your product to the mass market or focusing your marketing and advertisements in on your target market and where you can find them. The example given is advertising a new fishing pole in a fishing magazine. (Kotler 2005, 51-52.) This sounds logical enough, but even Kotler found it important enough to emphasize in his targeting section.

3.3.3 Market Positioning

The position a company takes in a market is known as market positioning. Market positioning is the product arrangement in order to "occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers" (Kotler & Armstrong 2001, 65). Distinguishability from a competitor increases consumer value, which is the greatest strategic advantage. Thus, distinguishability is crucial to successfully positioning a product inside a target market (Kotler & Armstrong 2001, 65-66). This successful, strong positioning is achieved by companies catering to segments or niches where they are able to distinguish themselves due to their "greater knowledge of the segments' needs and the special reputations they acquire" (Kotler & Armstrong 2001, 267).

The positioning is vital to a company's marketing as all aspects should be linked and supportive of the developed positioning strategy; which was presented as the final step in target marketing (Kotler & Armstrong 2001, 66). Kotler emphasizes that "the company cannot position without first doing segmentation and targeting" (2005, 53).

4 ENVIRONMENTAL PROFILE

In pursuit of a thorough and accurate research the environment surrounding the case company and the target demographic must be identified. Environment is one of the factors influencing consumer behavior (Russell 2010, 48). The environment of this case study is identfied as the Upstate of South Carolina U.S.A. The highlighted region is found in the photo below. This information gives a visual of the circumstances and environment in which those included in this study live and work.
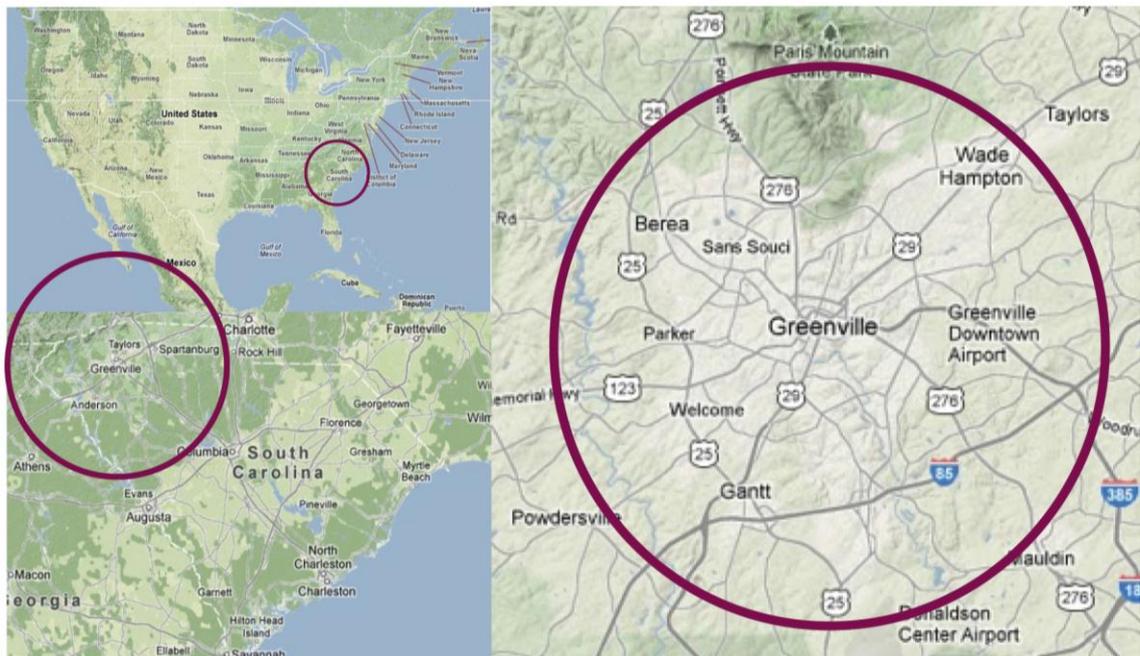
Picture 1 Map Zooming in on Greenville County

4.1 Landscape

South Carolina is located in southeastern part of the United States of America. The Upstate, or Upcountry, comprises the ten counties in the northwestern corner of the State. This area borders North Carolina and Georgia, while lying in

the foothills of the Blue Ridge Mountains. (Upstate Alliance 2012 [referred to 6.4.2012].) The foothills terrain translate into a hilly landscape and the soil is a distinct red clay. The specific county focused on in this study is Greenville County, where the cities connected to aspects of this study, Greenville, Greer, Taylors, and Travelers Rest are all located.

4.2   Population

Greenville County is located centrally on I-85 between Atlanta, Georgia and Charlotte, North Carolina in what is known as the "The I-85 Corridor," which has one of the fastest growth rates in the country. Altogether the ten counties in this corner have a population of 1,362,073 persons according to the 2010 US census. Greenville County is South Carolina's most populated county with 451,229 inhabitants. The population estimates from this census indicate 13.5% are aged 45-54 and 11.5% of the population aged 55-64. There are 176,531 households in Greenville County with a median household income of $52,607. (Greenville County, SC Fact Sheet 2011 [referred to 6.4.2012].) The poverty line for 2012 given by the U.S. Department of Health and Services is $23,050 (Prior HHS Poverty Guidelines and Federal Register References 2012 [referred to 1.6.2012]).

4.3   Climate

The climate is considered quite warm with warm summer months with temperatures in the 70's (degrees Fahrenheit) and cold winter months averaging temperatuers in the 40's. The warmest month is July, which can bring highs of 88.80 degrees Fahrenheit. January is the coldest month of the year bringing lows of 31.40 degrees Fahrenheit. The average annual rainfall is 50.24

inches, which falls pretty evenly throughout the year. (Greenville SC, Weather [referred to 6.4.2012].)

4.4   Lifestyle/Culture

Culture is important in both influencing the consumer behavior and as socio-economic characteristic in demographic segmentation (Russell 2010, 48) (Kotler & Armstrong 2001, 111). Therefore, it is relevant to this study.

In 2011, Relocate America listed Greenville, SC in the "10 best places to live in the U.S." as well as one of the "Top 10 Most Affordable Cities for 2010" (Greenville Chamber of Commerce 2012 [referred to 6.4.2012]). All aspects of life in Greenville play a role in making it a desirable place to 'hang your hat.'

As stated above, with its location along the "I-85 Corridor," Greenville has developed from the textile capital by acquiring both national and international companies for headquarters, manufacturing, and warehousing, in areas such as automotive, high-technology, and engineering (Upcountry South Carolina 2012 [referred to 6.4.2012]). Referred to as the "economic engine of South Carolina," Greenville County is now a premier area of business in the Southeast of the U.S. (Upstate Alliance 2012 [referred to 6.4.2012]).

Not only a great place to find a job, this "top-ranked business climate" has contributed to Greenville being known as blending "cosmopolitan flair with homespun creativity" (Upstate Alliance 2012, Upcountry South Carolina 2012 [referred to 6.4.2012]). The area embraces their roots in old fashioned Southern traditions with newfound urban cultural influence that keeps it competitive with

today's urban scene. Greenville County prides itself in their international influence and diversity combined with their historically Southern traditions in creating cultural enriching experiences catering to all demographics. Cultural experiences include renowned culinary experiences, art museums, performing arts, rock concerts, theatre, and sporting events ranging from Friday night high school football game to a minor league baseball game. (Upcountry South Carolina 2012 [referred to 6.4.2012].) The surrounding landscape of mountains, lakes, and even prestigious golf courses provide the area with outdoor recreational activities. Moreover, the Atlantic Ocean coast is found in Charleston only a couple hours away by car.

4.5   Religion

Relgion plays a major role in the culture of Greenville County. Patchwork Nation, an organization that divides the nation into twelve different kinds of demographic communities based on geography, categorizes Greenville County as an Evangelical Epicenter. Evangelical Epicenters are "communities with a high proportion of evangelical Christians, found mostly in small towns and suburbs; slightly older than the U.S. average; loyal Republican voters." This "deeply rooted religious faith" of what is referred to as "the Bible Belt" influences both the political and social attitudes of the population (Fruit 2011 [referred to 31.5.2012].) Contrary to the "prototypical Evangelical Epicenters," income and education levels are above average in Greenville for religiously similar communities (Fruit 2011 [referred to 31.5.2012]).

4.6   Real Estate

Real Estate is defined simply as "property in lands and buildings" (Merriam-Webster.com 28.5.2012). For the purpose of this study, real estate is used to describe the housing industry in the South Carolina, specifically the Upstate.

The real estate industry of the Upstate offers both rural and urban housing. City-life is in Downtown Greenville; suburbia is in the out-skirting towns including Taylors, and an even more country setting exists closer to the mountains in Travelers Rest. The growth rates of the Upstate described above led correlated to a major increase in the housing industry. The peak of the housing industry was in 2007, just prior to the 2008 national housing crisis.

Below, figures 1 and 2 show the number of building permits per month from 2000 until 2012. A building permit Figure 1 shows the state number of building permits in thousands, while Figure 2 shows the number of building permits for Greenville County in hundreds. Although there has been slight fluctuation each month, the overall number of building permits hit a record low in 2008, and continues to rebuild at a gentle incline. Nowhere near the numbers the building permits average during the previous decade, the data reveals the homebuilders in South Carolina, and specifically Greenville County struggle to recover from the collapse.
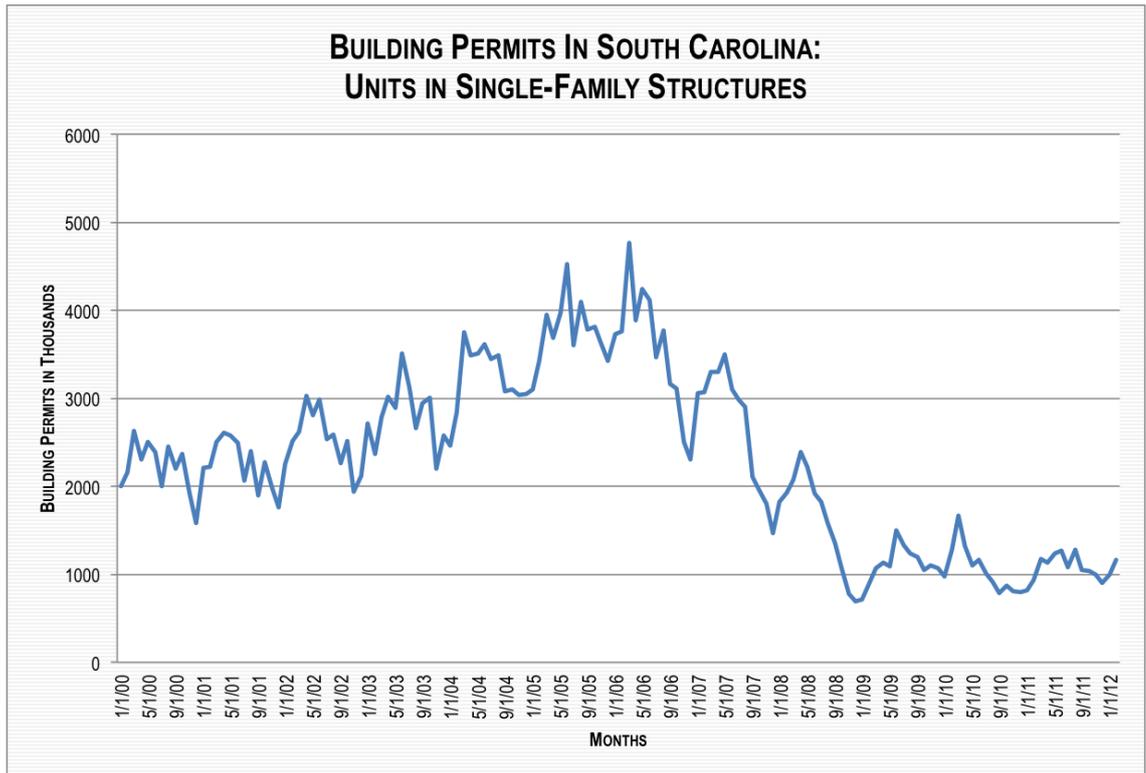
Figure 2 Building Permits in South Carolina
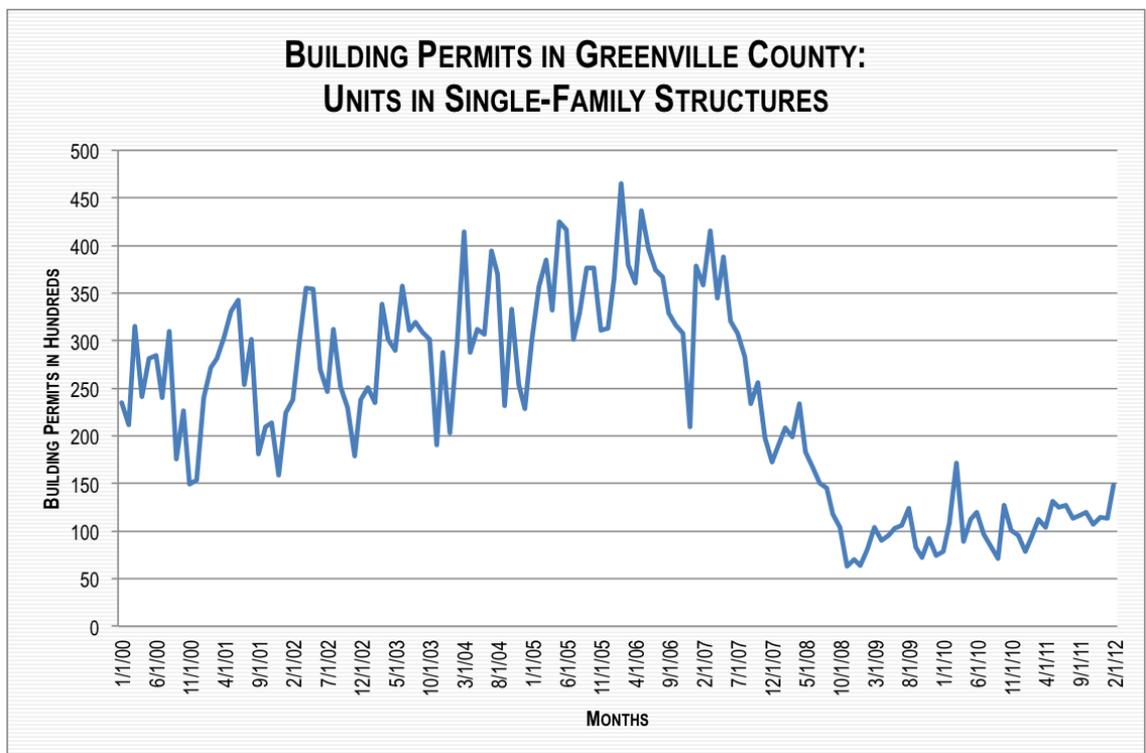
Figure 3 Building Permits in Greenville County

The Darla Moore School of Business University of South Carolina gathers building permits amounts from the State of the Cities Data System Building Permits Database, allowing for the easy export of the data. ([referred to 27.5.2012].)

Obviously, the South Carolina housing market/real estate industry is still under the effects of the 2008 national housing crisis. While the national existing home sales fell 4.8%, South Carolina fell only 0.7%. 2010 brought South Carolina's 4th year for decreasing home sales, but the smallest percentage decrease (1.6) since 2005 (Blackwood 2011, 3.) In March 2010, Builder Magazine ranked the Greenville metropolitan area number 19 in the "Healthiest Housing Markets" (Greenville Chamber of Commerce [referred to 6.4.2012]).

The real estate housing industry in South Carolina, and specifically Greenville County play a major role in the case study of residential homebuilder, Rosewood Communities, as well as baby boomer relocation aspects. It surmises the geographical and industrial environment in which this study resides.

5 THE BABY BOOMER

5.1 Definition

The baby boom refers to the annual birthrate increases from World War II until the early 1960s. These approximately 78 million people born between 1946-1964 are called baby boomers. (Kotler & Armstrong 2001, 95.)

The baby boomers present what has been referred to as a "moving target, creating new markets as they grow from infancy to their preadolescent, teenage, young adult, middle-age to mature years" (Kotler & Armstrong, 95). The boomers' age currently ranges from 47 to 65 years old.

5.2   Retirement Real Estate Culture

The real estate culture of the retiring baby boomers plays a key role in this study. This culture includes the baby boomers' income and features that have proven to be important, and thus successful regarding their ideal living arrangements.

The personal income of the baby boomer has been a dispute as a result of the hard times during the recession many lost their retirement and "many 50+ buyers are dealing with a fixed income, monthly operating costs are a big concern" (Bady 2012). Fixed income is defined as "having a uniform or relatively uniform annual income or yield"; fixed-income groups include "people who have retired on social security" (Merriam-Webster.com 28.5.2012). Bady states that the recession has caused baby boomers buyers to be "more practical, with increased importance on financial rather than aesthetic reasons for choosing a home" (2012). On the other hand, it has been stated that the boomers "account for about 30% of the population but earn more than half of all personal income" (Kotler, 2001, 112). Russell agrees by stating that, "this baby-boom generation controls 55% of discretionary spending and 70% of the net worth of the entire population (2010, 58).

The Economic Commentary released a poll of over 1,000 adults born between 1946 and 1964 conducted by Associated Press-Life GoesStrong.com that revealed the factors most important in purchasing a new retirement home include:

- Smaller home 40%
- Near medical offices or hospitals 39%
- Different climate - perhaps warmer 30%
- More affordable home 25%
- Being closer to family 15%

Conclusions are drawn based on this poll; the boomers planning to relocate for retirement look for "smaller, affordable homes that are easily accessible to medical care and near their family." The prime candidates for purchasing a new home for retirement make over $100,000 annually. And finally, only 10% will relocate to a new city with more services and only 8% weren't looking to downsize. (Real Estate Report. 2012.)

Bady, a contributing editor at The Housing Zone, presents several homebuilders and strategies used when focusing on building homes for the 50+ market. She uses the Larry Garnett Designs as a resource to outline "The 50+ Hot List" for purchasing homes which include:

- Energy-efficient products and systems.
- Low-maintenance materials and landscaping.
- Accessible designs that include wider doorways, particularly in the bathrooms; larger showers that accommodate wheelchairs; and entry ramps for homes built on raised foundations.
- Rooms that can multi-task, such as a study/guest room or a dining room/library.

- Multi-generational housing with dual master suites, detached casitas, or living quarters above detached garages to provide private living areas for aging parents or older children moving back in.
- Either a dedicated home office or a smaller "resource center" (an alcove adjacent to the kitchen with a desk, file drawers, etc.).

Bady mentions, however, that one of these builders specializing in the older target demographic has been surprised by "two couples with young children" having contracts on their homes. (2012.)

Del Webb, another one of the builders targeting the 50+ market introduced by Bady, released the following new aspects that are to be released in their 15 new floorplans:

- Open living areas with views from the kitchen into the great room.
- Informal dining areas that can accommodate a large number of people.
- Retreat where smaller groups can split off during parties or a spouse can go for alone time.
- "Snore rooms" connected to the master bedroom for escaping from a snoring spouse.
- Drop zones between garage and kitchen.
- "Costco rooms" for storage of bulk items.
- A fixed staircase that accesses storage space in attic, which is perceived by consumers as safer than the typical pull-down attic stair.

The introduction of these aspects is a result of their market experience and research. (Bady, 2012.)

During an interview with Nanette Overly, VP of sales and marketing for Epcon Communities in Dublin, Ohio, Nanette stated "aging boomers are less inclined to buy in communities where activities are organized for them as they like to

schedule their own activities, but they give thumbs-up to walking paths and trails" (Bady, 2012).

6 ROSEWOOD COMMUNITIES

6.1 Company Profile

Rosewood of the Piedmont, now Rosewood Communities as of December 31, 2011, operates as a land subdivider, developer, and residential homebuilder in the Greater Greenville area of the Upstate of South Carolina in the United States of America. Owner Mark Nyblom and former partner Randy Hanson started the company in October of 1999. Until 2008, Rosewood of the Piedmont only developed residential neighborhoods, selling the vacant home lots to various homebuilders. In 2008, due to the financial crisis discussed earlier, they expanded into building the homes themselves. Today, Rosewood Communities has four communities currently under development, with a fifth on the horizon. The company's mission is to supply the greater Greenville area with quality neighborhoods and homes and, most importantly, satisfied homeowners. The long-term vision of the company is to expand throughout the state of South Carolina, and then into North Carolina. However, emphasizing keeping their operating area "controllable" until better economic times. (Nyblom 24.1.2012.)

Rosewood Communities has two procedures for selling homes; either to build speculatively for an unknown buyer, referred to as a spec house, or a pre-sold which is the building of a home for the intent of an already present buyer. The pre-sold contract homes constitute about 90% of Rosewood's business. (Nyblom 24.1.2012.)

The communities can be divided into two types of homes, Timbercraft and Cottage. Two of the current communities considered Timbercraft communities; the other two are Cottage communities. The Timbercraft line consists of a ½ acre lot out in the outskirts of Greenville. The Cottage product is around ¼ acre lot located in a low-maintenance neighborhood where the exterior lawn maintenance is taken care of by their Homeowners' Association. A service department is currently being integrated into the Rosewood Cottage communities for the after-sale customer satisfaction. The service pertaining to anything from changing a light bulb to minor re-modeling. A hauling service began in 2012 in order to maintain efficiency with workers and the operation of the company's equipment. This service focuses on using the Rosewood trucks for hauling gravel, but also includes other side work done by Rosewood Communities. (Nyblom 24.1.2012.)

Mark Nyblom is the President and sole owner of Rosewood Communities since 2007. The Rosewood team consists of seven members: a secretary, four field employees, management contractor, and service department manager. The constructions of the homes are contracted out to about 25 sub-contractors, depending on the requirements of each individual house. (Nyblom 24.1.2012.)

6.2   Company Background

Rosewood began as a partnership business venture between an experienced father-in-law and a hard-working, first-generation builder son-in-law. As stated in the introduction, they worked together in developing residential communities and selling the vacant home lots. In 2008, the transition into homebuilding was combined with an entrance into a new niche market, introducing their product:

the Cottage homes. Although Mark became sole owner in 2008, Randy remained an investor until 2011. Randy had worked in the housing industry on the West Coast and this experience played a crucial role in bringing the craftsman style Cottage product idea to the Greater Greenville area. This idea was already present in higher priced homes in the Greater Greenville area, in the 400 thousand of dollars range, but Rosewood was able to give the craftsman style to the customers in the mid 100s to 250s. The average income house sale in 2011 was around 230 thousand, proving that upgrades were common, although the location of one of the Cottage communities does increase its price about 30 thousand. (Nyblom 24.1.2012.)

Since 2009, the house closings have steadily increased by about 10 closings per year, with a projected increase of 20 closings in 2012. This correlates directly with the steady growth in the gross income. Mark states that the reason for Rosewood's steady growth is due to their niche market with competitive advantages; quality construction and design of the homes, competitive pricing, and excellent neighborhoods. (Nyblom 24.1.2012.)

6.3   Company Culture

The company value system of Rosewood Communities began with its two founders who shared the desire to conduct business fairly and honestly with the largest profit margin possible. The largest profit margin possible derives from offering the highest quality product possible at the most competitive price. Rosewood prides itself in a quality development process and product, both their communities and homes. (Nyblom 24.1.2012.)

Keeping overhead low is an important value of Rosewood as Mark strives to "run as mean and lean of a company as possible." In order to have these high standards of performance and quality, the employees and sub-contractors are held to a requirement of 100% on the job. Mark makes a point to drive through the subdivisions at least twice a week in order to keep efficiency and maintain relationships. Loyalty is at the core of the Rosewood value system. Loyalty is emphasized in the employees and sub-contractor relationships, as well as to the customers. (Nyblom 24.1.2012.)

The company's sole owner has a workforce made up of only six employees. Five out of these six employees are related to the owner as a brother, brother-in-law, niece, and nephew. Having relatives as employees plays an important role in the dynamics of the company's operational culture in both the loyalty of the employees, and the possible family feuding on the job. Loyalty and communication are important for the Rosewood team, with the level of loyalty surpassing the negative aspects of having family working for you. The personal relationships with his sub-contractors depend, of course, on the size of the company and crew of workers. (Nyblom 24.1.2012.)

The customer's always right is the premise for the company's culture as their goal is to satisfy all the possible needs in the building of their home. Rosewood Communities is a small company with a big operation that holds its values of loyal relationships and fair business practices close in everyday encounters. (Nyblom 24.1.2012.)

6.4   The Cottage Homes

For the purpose of this case study, we are going to focus solely on Rosewood Communities cottage product line as the company has invested both time and resources in designing these communities and floorplans to meet the needs of the baby boomer, or empty nester. (Nyblom 24.1.2012.)

The process begins with the model home, which is a house in the subdivision that is staged as if someone lives there and where the real estate agents are stationed. Potential customers come to the model center and choose their base home-plan package with a base price. From this base package, they add their preferred amount of luxury with upgrades offered by Rosewood, such as hardwood floors and highered toilets. There is also an option for "flex-space" which was introduced in 2008 as well. Flex-space is the area of the home, either second story or basement that the customer can chose to finish off later on, post-sale. (Nyblom 24.1.2012.)

The Rosewood communities have common areas with parks and walking trails, rather than swimming pools and clubhouses, in order to encourage people to spend time in nature in their community. The community's HOA takes care of the lawn maintenance, irrigation of the common area, trash pick-up, and the street lighting. (Nyblom 24.1.2012.)

Rosewood Communities is starting a new cottage development this spring and are hoping to reach their goal of 75 closings in 2012.

6.5 Current Marketing

The marketing material of Rosewood includes their model homes, real estate agents, website, ads in newspapers, signage, banners, flags, apparel, even vehicle bumper stickers. The motto is part of the central branding logo that is visible on everything associated with the company. Below is an excerpt from the back of one Rosewood Communities' business cards. The color schemes for the logo are burgundy and tan logo and "Rethink Home" slogan is light blue.

Picture 2 Rosewood Communities' logo

"It needs to be fresh, it needs to be new, it needs to be exciting," Mark states in reference to being a cutting-edge type of company. The budget has ranged from about 30 to 40 thousand each year with a projected increase in 2012 of 20 thousand, partly due to a new development. (Nyblom 24.1.2012.)

The majority of Rosewood's advertising budget is spent on online advertisement. This includes search engine optimization for searching for a new homes in the upstate and also, the Rosewood Communities website. A Facebook group and twitter account exist for the company, although are not used regularly. Signage is key to their marketing, with signs along all major roads nearby the Rosewood Community and on Saturdays, there are additional signs for open model homes, with real estate agents present. The third area of

advertising is the Greenville News newspaper that comes out every Friday and Sunday. There is a half page add that runs on a 4-week cycle rotating the cottage communities and the timbercraft communities. There are also ads in monthly publications of a small magazine with homes for sale in the area. A branding ad with the Rosewood Communities logo and website is thrown in occasionally to enhance familiarity in the community. (Nyblom 24.1.2012.)

The motto of Rosewood Homes is "Rethink Home." When asked what rethink home is, Mark emphasizes the creativity in the way the floorplans are designed creating flow and flex-space. Rosewood focuses on the rethinking, keeping all of their marketing material fresh and exciting by updating once a year. (Nyblom 24.1.2012.)

7 QUESTIONNAIRE RESULTS AND ANALYSIS

The response rate of the questionnaire is 32.4% because 70 of 216 total sent questionnaires were returned. Generalizations made have a known standard deviation of 4.6%, because blank sections exist in the data results. Human error would is in addition to that standard deviation. Due to the purpose and structure of the questionnaire, blanks are added to the response options. The blanks are interpreted as lacking time or refraining from answering due to privacy purposes. In pursuit of the most data on the target demographic, the unfinished questionnaires are included; however, blanks are cou, 4 nted and play a part in the data analysis.

As stated in the Questionnaire Methodology section 2.4.2, the questionnaire is formed in correlation with the theory of demography, including the socio-

economic   characteristics of demography found in section 3.3.1. The questionnaire is also formed for the purpose of Rosewood Communities and has the interests of the company in mind. The questions' outline, make-up, and theoretical correlation is found in Appendix 3. The methodology, marketing literatrure review, environment, and baby boomer theory previously mentioned in this study are applied and interpreted to meet the needs of this particular study. Any specific content questions regarding these theories and their authors should be directed to the appropriate section.

The results of the questionnaire are divided into two categories. The first category is the total respondents of the questionnaire: the homeowners in the Cottages of Rosewood Communities. The second category is extracted from these total respondents: those respondents who are between the ages of 47-65 called the baby boomer.

Results of the total respondents of the questionnaire are important, as they are the costumers of Rosewood Communities, the case company of this study. Although the purpose is to extract the baby boomers, the feedback of the whole community is important and crucial for the knowledge of Rosewood Communities' consumers. Therefore, for all 37 questions, data is documented for the total respondents as well as for the group of baby boomers.

The analysis uses Microsoft Excel to graph the answers to the questions in order to generate visual comprehension. Column graphs, bar graphs, and pie charts are used. Pie graphs are used when percentages are important. Bar and column graphs are used when the data is qualitative in order to visualize the answers. Bar graphs are chosen when aesthetically pleasing. The numbered axis on the bar graphs are always in real number of respondents unless stated otherwise. The blue pie graphs represent the baby boomer data. Percentages

are calculated separately from the bar and column graphs but are used when appropriate to explain the data.

7.1 Basic Demographics

Questions one through three begin with the most basic demographic factor: sex, age, and marital status.

Question one answers the sex of the respondent: 56% of the total respondents are women, leaving 41% male and 3% unknown. The results of the baby boomer sex demographic shows that 50% of the respondents are female, 46% male and 4% unknown.
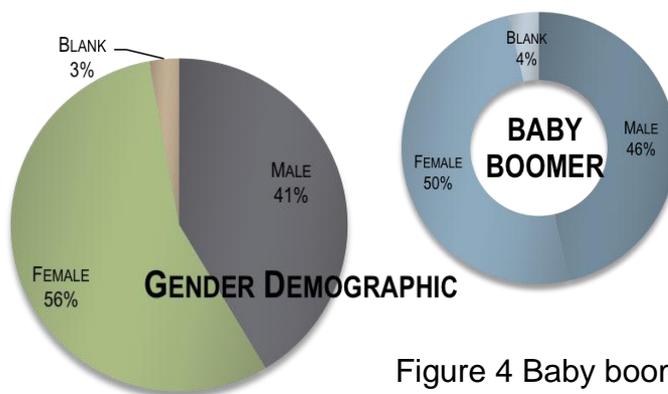

Figure 4 Baby boomer gender.

Figure 3 Gender?

In regards to these findings, the gender of the demographic does not play a significant role in this research. Baby boomers are considered an age demographic with gender not considered.

The second question divides the respondents into age groups arranged around the baby boomers' current age of 47 to 65.

46% of the total respondents are over the age of 66 and 40% are between the ages of 47 and 65. Only 6% are between the ages of 30 and 46 and a surprising 8% are between the ages of 18 and 29. The pie chart below gives a visual of these percentages.
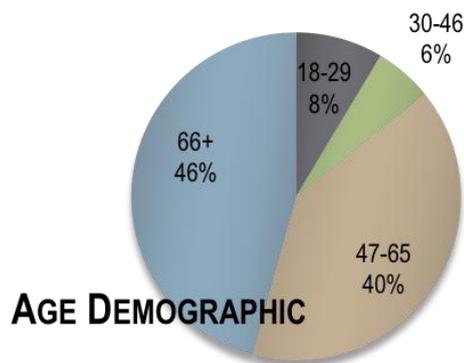

Figure 4 In what age group are you?

Baby boomers make up 40% of this population: aged 47 to 65. 25% of the general population of Greenville County are baby boomers, concluding that the Cottages have an above average amount of baby boomer inhabitants (section 4.2). In this study, the baby boomers are included in every question in the total respondents, as they are 40% of the general population of the Cottages. Any findings in this questionnaire where the baby boomer analysis exceeds 40% of the total analysis, the baby boomer is more likely than the general population in that category.

Another significant revelation is that the 18 to 29 age group percentage exceeds the 30 to 46 age group, therefore relating to the similar homebuilder's own findings of younger families in their consumer group (section 5.2).

The marital status of the respondents is asked in question three. 67% of the respondents are currently married. 16% are widowed and 10% divorced, leaving 4% single and 3% living together with a partner.
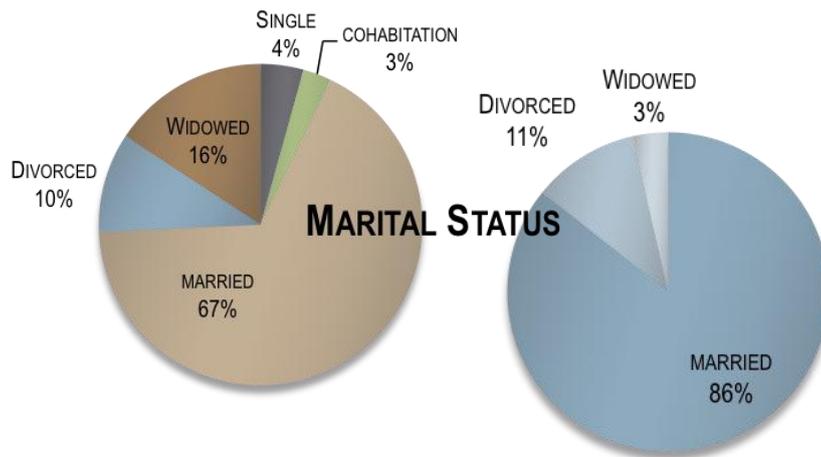

Figure 5 Marital Status?

Figure 7 Marital Status of baby boomers.

The blue pie chart on the right shows the marital status of the baby boomers. Of the baby boomers, an overwhelming 86% are currently married, leaving only 11% divorced and 3% widowed. An important factor to note, is that not a single baby boomer in this study remained unmarried or is currently cohabiting.

The large percentage of marriage and the lack of cohabiting may be connected to a religious belief of the baby boomer.

7.2 Socio-economic Characteristics

7.2.1 Income, Education, and Occupation

Questions four through seven cover three socio-economic characteristics: income, education and occupation.

Question four asks for work status of the respondent being either retired, full-time employee, part-time employee or unemployed. Over half of the total respondents (54%) are retired and 37% work full-time. 7% of the total respondents work part-time, while 2% are unemployed.
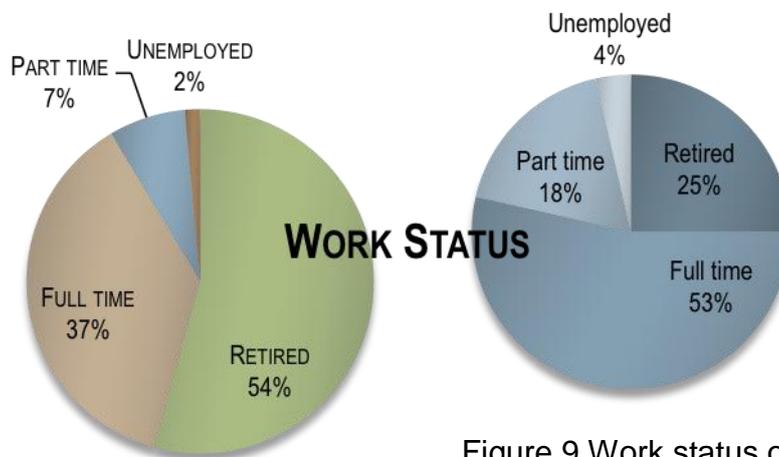
Figure 9 Work status of baby boomers.

Figure 8 Work status, retired?

As shown on the right, just over half (53%) of the baby boomers are working full-time. Exactly a quarter (25%) of them are retired, 18% are part-time, and 4% unemployed. The five respondents working part-time and the one-person unemployed are baby boomers. The baby boomers making up the whole

percentage of part-time workers can be interpreted in two different ways: one interpretation is that the baby boomer has an affinity for work even though they may be of age to retire and the second interpretation is that they are ready to retire and are already transitioning into retirement.

Question five asks for the annual salary of the respondent in thousands of dollars. 55% of the total respondents make between 25 and 75 thousand dollars a year, with 22% between 25 and 50 thousand dollars and 33% between 50 and 64 thousand dollars. 16% of the total respondents make 75-100 thousand dollars, and 10% make over 100 thousand dollars a year. 9% of the total respondents make under 25 thousand a year. 10% of the total respondents choose privacy, and do not reveal their annual salary.
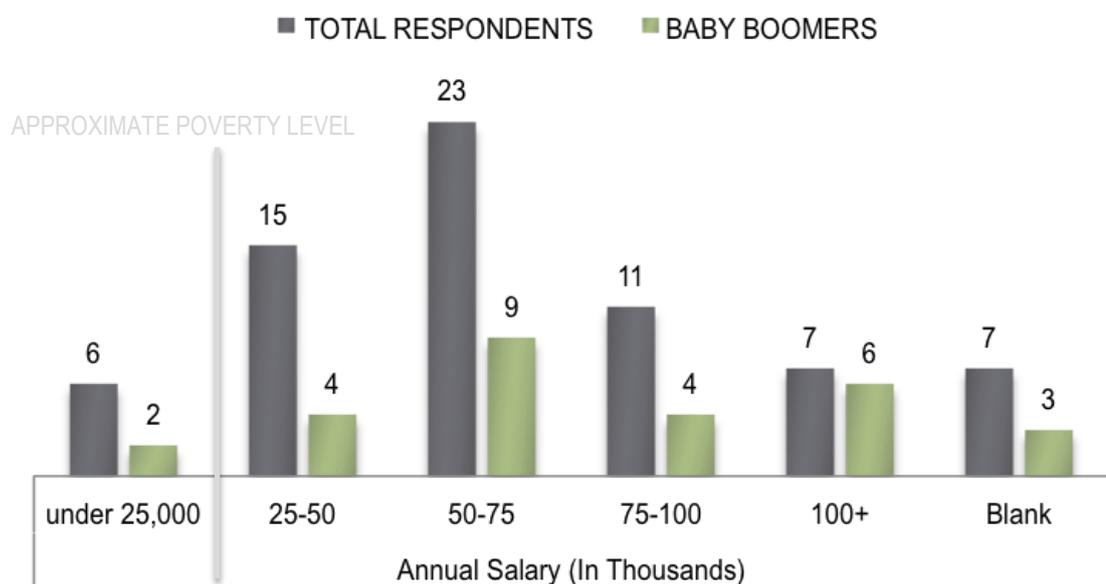

Figure 10 Annual salary before/after retirement?

55% of the baby boomers make between 50 and over 100 thousand dollars a year. Greenville County has a median household income of $52,607 (section 4.2), showing that baby boomers are more likely to have a higher than average income. 32% are between 50 and 75 thousand dollars a year, and 22% is over 100 thousand a year. 6 out of the 7 people who make over 100 thousand dollars are baby boomers. Both salary brackets, 25 to 50 and 75 to 100 claim 14% of the baby boomers. 7% of the baby boomers make less than 25 thousand a year and 11% choose to keep their salary to themselves. The results reveal that baby boomers are less likely to be in poverty (section 4.2). Within this study, baby boomers as 6 times more likely to earn over 100 thousand per year and thus, are primary candidates for purchasing a new home for retirement (section 5.2).

The education background of the respondent is asked for in question six. The choices given are: bachelor, masters, high school diploma, vocation, and doctorate.
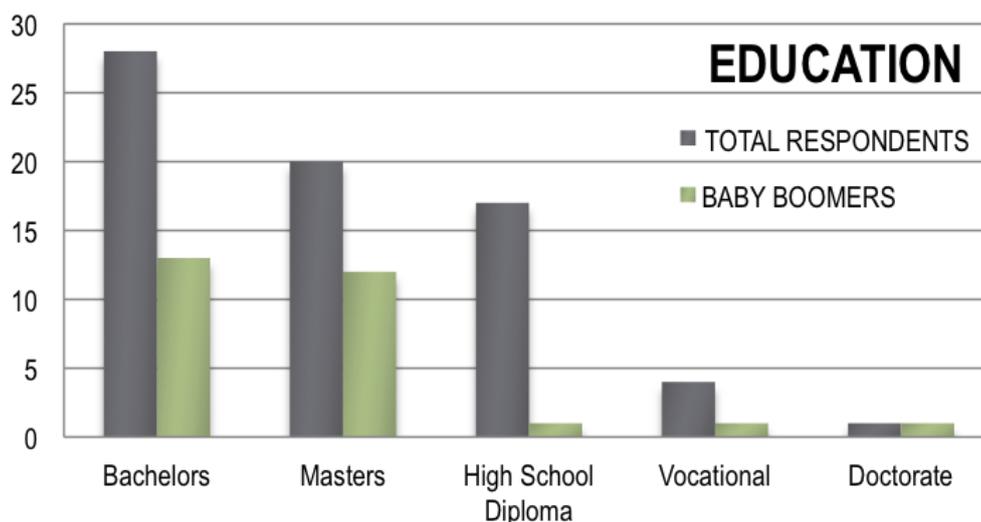

Figure 11 Education background?

76% of the total respondents have higher than a high school diploma; 40% have a bachelors, 29% have a masters, 6% have a vocational degree, and 1% of the population has a doctorate.

For the baby boomers, 97% have higher than a high school diploma. A bachelors and masters degree almost split the data: with 46% of the baby boomers having a bachelors and 43% having a masters. That leaves 4% with a vocational degree and 4% with a doctorate. Here it should be noted that the one respondent with a doctorate degree was a baby boomer, meaning that 100% of the doctorate degrees were baby boomers. Baby boomers have over 50% of the total masters degrees in this community, although baby boomers make up only 40% of the population. This data proves them 20% more likely to hold a masters degree.

Occupation is requested in question seven. The choices given are: business, education, healthcare, construction, military, service, and an "other" category with an option to write in their occupation if not listed. The respondents mark all occupations that apply, resulting in more than 70 occupations used in computing the data. The purpose is to find the most common fields of work.
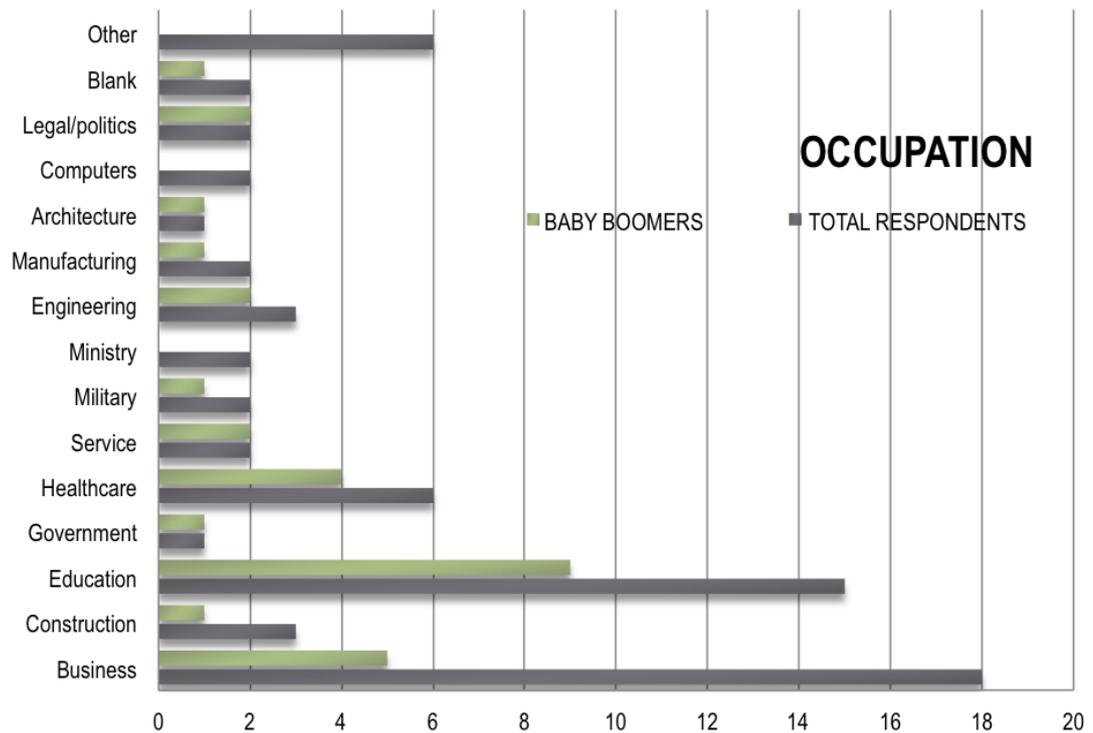
Figure 12 What is your field of work?

Business and education are overwhelming the most common with 27% working in business and 22% in education. The third most common occupation is healthcare with 9% of the total respondents. All other occupations have under 4% and include, but are not limited to: construction, government, service, military, ministry, engineering, manufacturing, architecture, computers, and the legal/political field.

Within the Cottages, the top three jobs for baby boomers are education, business, and healthcare. Baby boomers are two times more likely to be in education than business. Healthcare comes in just behind business. Baby boomers are less likely than the general population to have the jobs of ministry and construction.

7.2.2 Number and Age of Children

Question eight begins the socio-economic characteristics by asking a yes or no question about having children. Question nine follows-up by asking if yes, to children: how many children? The response options are: one child, two children, three children, or four or more children.

As shown in the graph below, 14% of the total respondents do not have any children, which means that 86% of the total respondents have children. Almost half (43%) of the total surveyed have two children. 21% of the total repsondents have three children and 16% have one child.
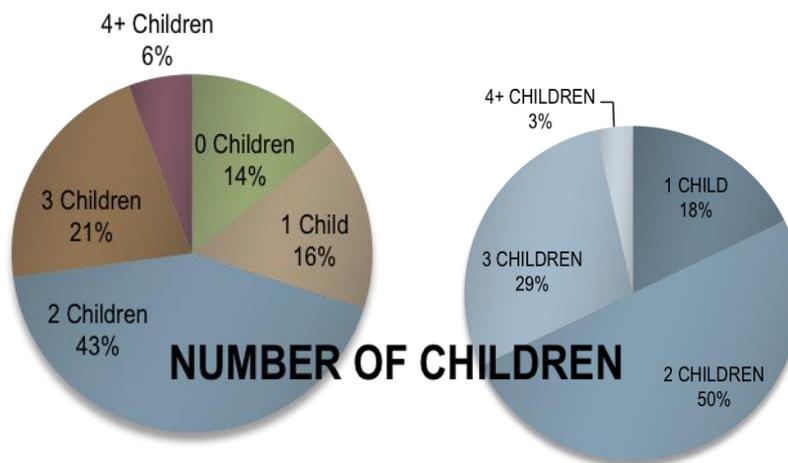

Figure 13 How many children do you have?

Figure 14 Baby boomers' children.

100% of the baby boomers have children. Exactly half of the baby boomers have two children. 29% have three children and 18% have only one child. One respondent, or 3% of the baby boomers have over four children. Baby boomers

are 12% more likely to have two or more children than the general population of Rosewood Communities.

Question ten inquires about the age group of the children. Given choices are in increments of ten, beginning with under the age of ten category and ending with the over 40 category. The respondents choose all the age groups that apply to their children.

Of the total respondents surveyed, 41% have children over the age of forty. Just over 50% are between the ages of 20 and 40. The 50% category can be subdivide into: 28% of the children being in their twenties, and 23% in their thirties. Only 8% are teenagers.
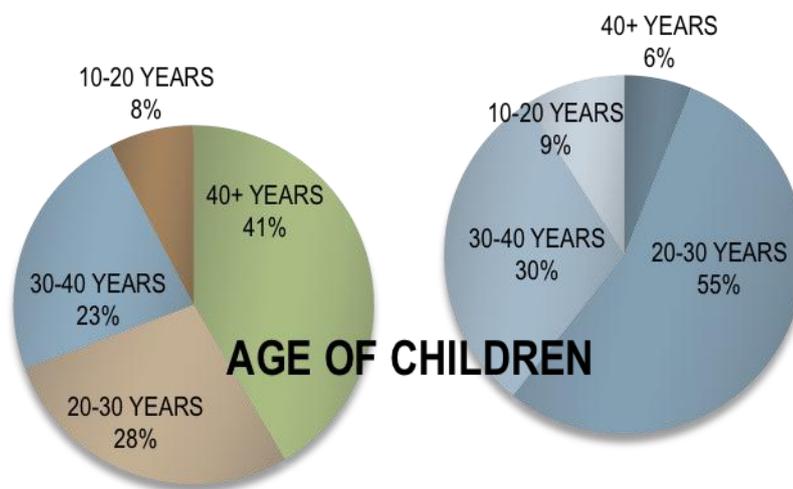

Figure 16 Age of baby boomers' children.

Figure 15 In what age group are you children?

Differences exist among the baby boomers category and the general population. The most significant difference is in the twenties category: 55% of

the children of the baby boomers are in their twenties. That percentage reflects a 22% increase over the total respondents. 30% are in their thirties and only 9% are teenagers. The smallest category of children for baby boomers is the over 40 category (6%). The total respondents had a much higher percentage of children over 40. This distinction reflects the large percentage of total respondents over the age of 65 (46%) which are not included in the baby boomer category.

7.2.3 Family

Questions 11 through 14 delve into the family socio-economic characteristic by asking about grandchildren and time spent with family.

Question 11 asks the number of children living at home. The choices of no children, one child, two children, three children and four or more children are given. A whopping 83% of the total respondents do not have any children living at home (including those who do not have any children). 12% of the respondents have 1 child at home, leaving 5% with 2 children at home.
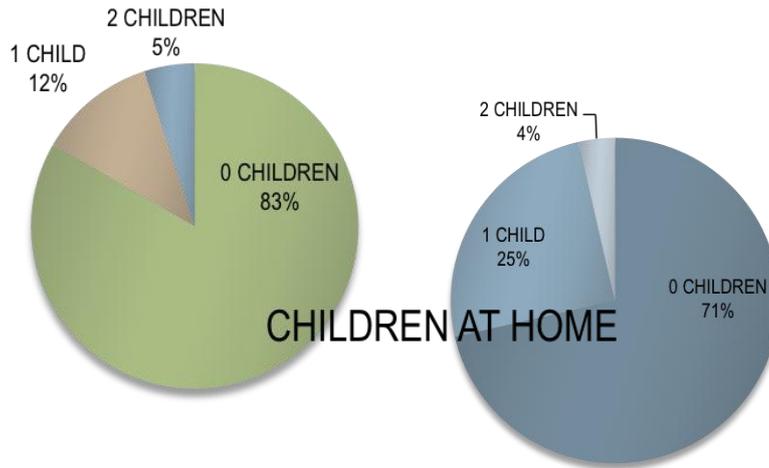
Figure 17 How many children do you have at home?

Figure 18 Baby boomers' number of children at home.

Again, the right shows that 71% of the baby boomers have an empty house with no children at home. A quarter (25%) of the baby boomers have one child still in the house, and 4% still have two children living at home. Obviously, the majority of both the baby boomers subcategory and the total respondents have no children living at home.

In question 12, another yes or no question is asked of the respondent about whether or not he or she has grandchildren. 72% of the respondents have grandchildren, leaving 28% with no grandchildren. Just under half (46%) of the baby boomers have grandchildren. Question 13 follows-up by asking if yes, do they live in the same area?

The data represented in these graphs is slightly skewed due to misunderstanding of the question. The wording of the question did not specify whether it was children or grandchildren living nearby. In spite of these misunderstandings, it can be safely assumed that over 50% of both the baby boomers and the whole respondent group have grandchildren. Another

inference from the data represented is that a significant amount of respondents have family out of town.
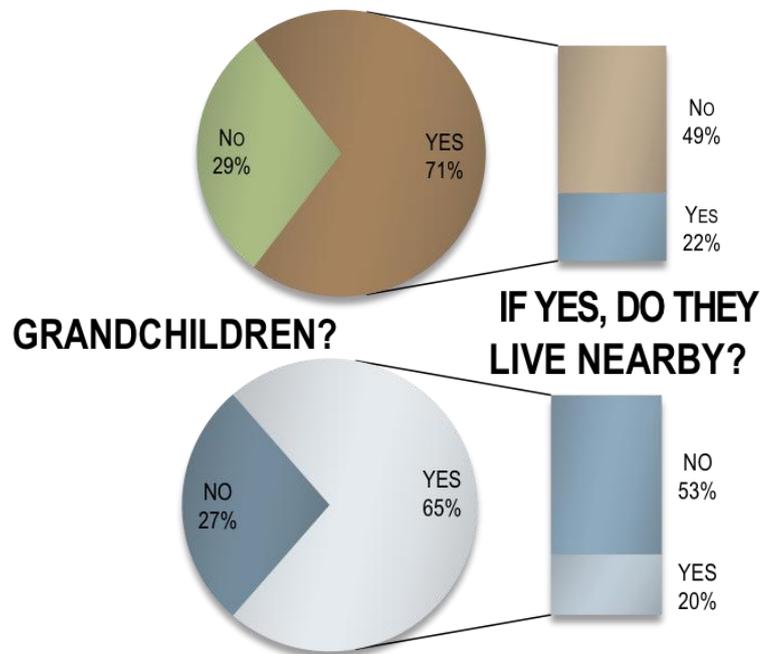
Figure 19, 20 Do you have grandchildren? If yes, do they live nearby?

Question 14 inquires how often the respondent sees his or her grandchildren with a scale beginning with daily, and continuing with weekly, monthly, quarterly, annually, and seldom.

HOW OFTEN DO YOU SEE THEM?
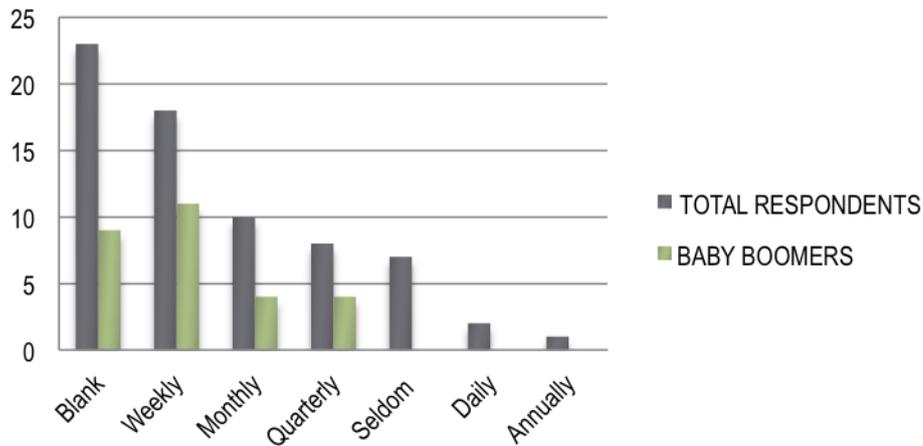
Figure 21 How often do you see them?

The discrepancy from question 13 carries over into this question. This question was confusing and the large number of blanks reflects the wording of the question and lack of children by some of the population. No significant conclusions can be drawn from this question.

7.2.4 Culture and Religion

Questions 15 through 23 inquire into the cultural aspects of the respondents including religion.

Question 15 is an open-end question bidding the respondent to fill in how they spend their leisure time. This question aims to reveal the culture of the respondent by how they choose to spend their free time.
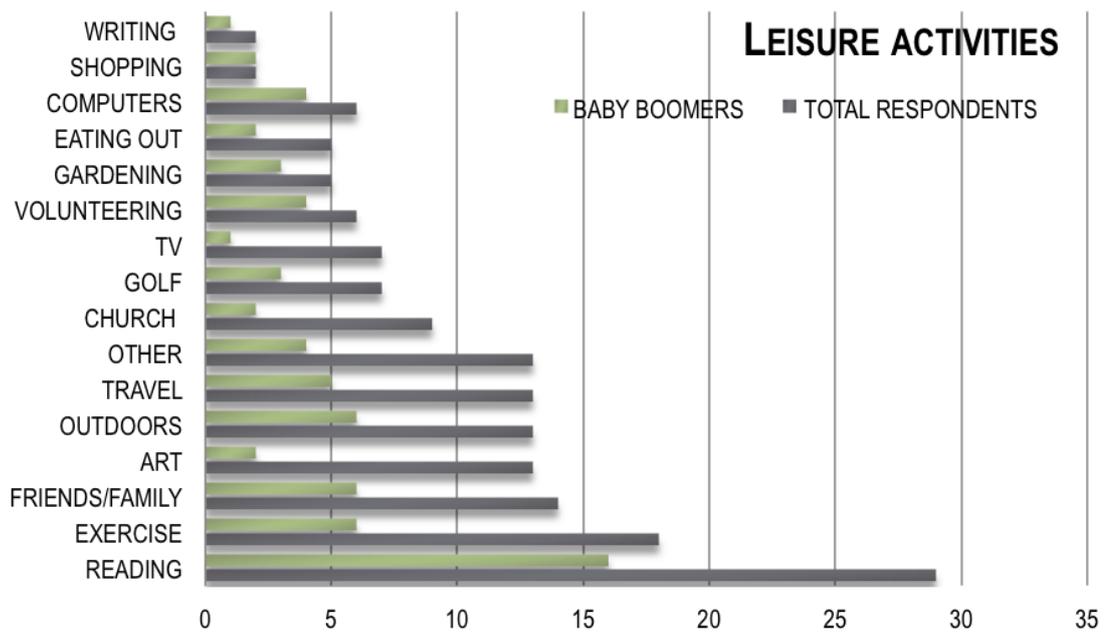
Figure 22 How do you spend your leisure time?

As shown in the graph above, reading almost doubled any other leisure activity. Coming in second place are exercise, followed by spending time with friends and family, art, outdoors, travel, and other miscellaneous activites in the total respondents data. The other category consists of those activities with only one response, it includes, but is not limited to: sewing, cooking, politics, and relaxing. Church activities, golf, television, computers, volunteering, gardening and eating out are semi-popular, as you can see on the graph. Writing and shopping had two responses each.

Baby boomers reflect the total respondents In almost all categories. Except baby boomers are slightly more likely to read, volunteer, garden, use the computer, shop and write.

Questions 16 and 17 inquire into whether the respondents consider themself religious, beginning with the choice of yes or no in question 16. Question 17

then asks them to rate how often they are involved in church beginning with daily, and continuing with weekly, monthly, rarely, and never. This question stems from the socio-economical segmentation, which lists religion as a factor. Religion, as shown in section 4.5, plays a very important cultural role in the make-up of the Upstate of South Carolina. Therefore, religion is relevant to this study.

The religion theory of Greenville County as an Evangelical Epicenter is proven in this research (section 4.5). An overwhelming 86% of the total respondents circled that yes, they do consider themselves religious. Of the remaining 14%, 12% do not consider themselves religious and 2% left the question blank. Out of the 86% of the total respondents that consider themselves religious, almost half (47%) are involved in church on a weekly basis. 13% are involved in church monthly; 13% also are involved rarely. 9% of the those that consider themselves religious are never involved in church. 4%, on the other hand, are involved in church daily.
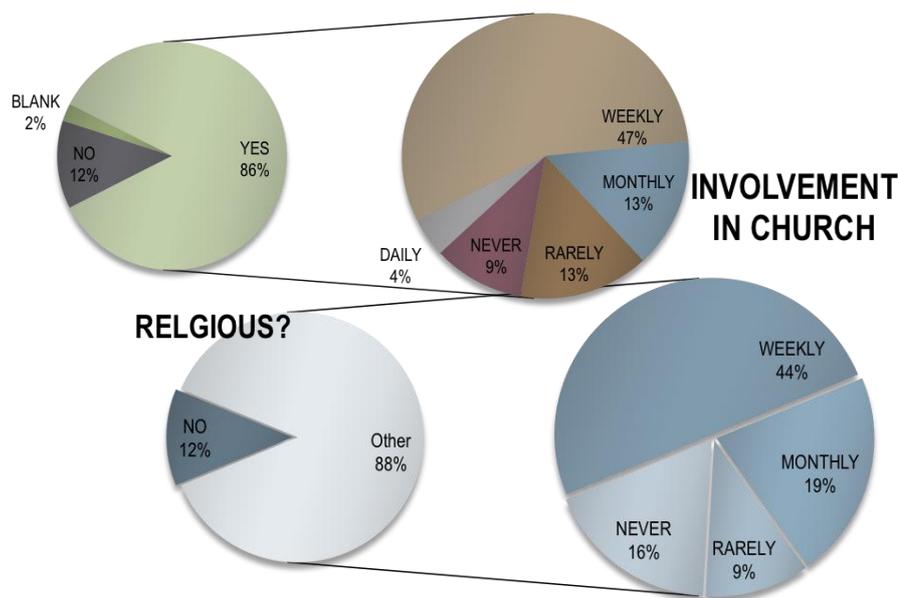

Figure 23, 24 Do you consider yourself religous? If yes, how involved are you in church?

As seen above, similar percentages show up among the baby boomers who consider themselves religious. None of the baby boomers are in church daily; 44% are there weekly, 19% monthly, 9% rarely, and 16% never. These numbers reveal that the baby boomer and the other members of the community are likely to attend church.

7.2.5 Culture and Media

Delving further into the culture of the respondent, questions 18 through 20 look into their relationship to media.

Question 18 asks how often they read the newspaper: daily, weekly, rarely, and never. 19 continues with how they access the newspaper giving the choices of having it delivered to their home, reading it online, or picking it up from a store or newspaper stand. Four of the respondents checked two options that applied, which is revealed in the slightly skewed percentages of how the respondents access the newspaper.
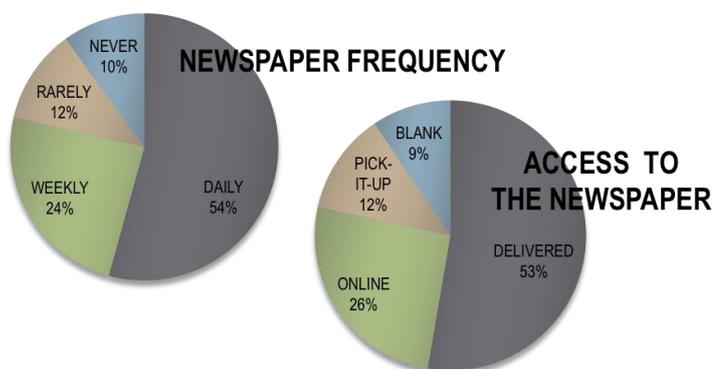

Figure 25 How often do you read the newspaper?

Figure 26 How do you access the newspaper?

Just over half of the total respondents (54%) read the newspaper daily. 24% read the newspaper weekly, 12% rarely, and 10% never read the newspaper. Correlating with how often the respondents read the newspaper, 53% of the total respondents have the newspaper delivered to their house. 26% read the newspaper online, 12% pick-it-up from the store, and 9% left it blank (this percentage being those respondents that never read the newspaper).
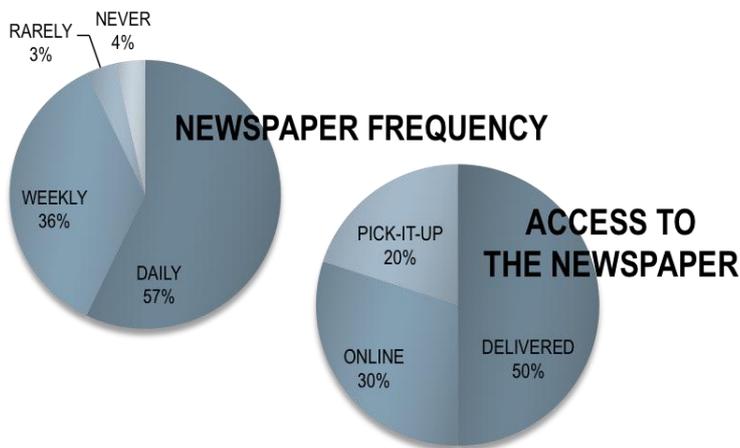
Figure 28 Baby boomers' access to the newspaper.

Figure 27 Baby boomers' newspaper frequency.

The blue pie charts shown above reveal that 93% of baby boomers read the newspaper regularly, 57% read it daily and 36% read it on a weekly basis. A measly 3% read the newspaper rarely, and 4% never read the newspaper. Interestingly enough, how the baby boomer accesses the newspaper does not match their reading habits directly. Exactly half of the baby boomers have their newspaper delivered, 30% read it online, and 20% pick it up from a store or stand.

Comparing the baby boomers with the total, reveals that the baby boomer is slightly more likely to read the newspaper daily and more likely to read it weekly. This finding reveals that Rosewood Communities' advertising in the newspaper is a legitimate method of targeting the baby boomer.

In question 20, the Internet usage of the total respondents is measured in the table below. The usage is divided into email, social, news, work, shopping and research and the amount of usage divided into daily, weekly, monthly, rarely and never.

TOTAL RESPONDENTS' INTERNET USAGE

	EMAIL	SOCIAL	WORK	NEWS	SHOPPING	RESEARCH
■ DAILY	55	25	32	43	10	22
■ WEEKLY	6	14	9	10	15	19
■ MONTHLY	1	1	1	2	15	9
■ RARELY	1	8	4	3	16	10
■ NEVER	7	22	24	12	14	10
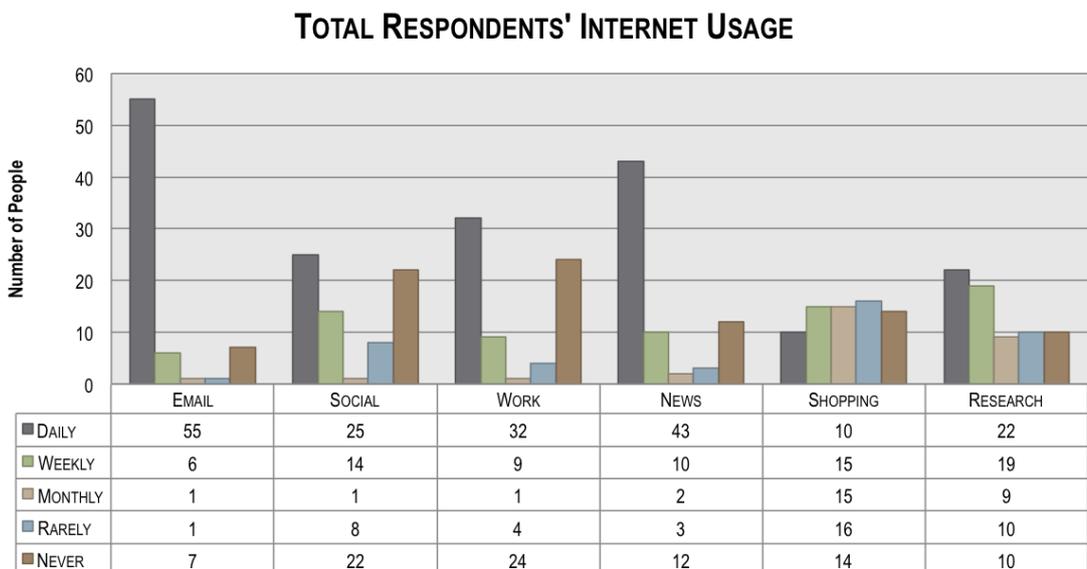
Figure 29 Total Respondents' Internet Usage

The purpose of this question is to find out whether the internet is a successful tool in targeting and communicating with Rosewood's homeowners. In section 7.5, the baby boomers' internet usage is analyzed. This questionnaire reveals that the respondents use the Internet for news and email often. Contrarily, the respondents use the internet for social, shopping, and research purposes less often. Social media and work are volatile categories; those who use the internet

for these purposes either use it often or not at all. This may play a role in whether Rosewood uses Facebook and other forms of social media for advertising purposes. The social media category could be a target market within the target market; targeting those that use Facebook for example. This sporatic nature of social media Internet usage is not a significant enough amount to justify using it as a method of advertising or communicating.

7.3   Pyschological Make-up

Questions 21 through 23 explore first the values of the respondent and then their psychological make-up by asking simple open-end questions of what makes the respondent happy and what makes them sad. The psychological make-up is one of the factors influencing consumer behavior (section 3.2). The questions are grouped as logically and simply as possible while still giving enough information for conclusion purposes.

Question 21 begins with asking the respondent what he or she values in life. Within the total respondents and baby boomers, the overwhelming thing valued most in life is family. Also for both groups, coming in second for most valued is faith. Following, the data diverges for the two categories: the total respondents value friends. Surprisingly, peace, freedom and happiness are more valuable than friends for the baby boomers. Other things of value mentioned by only one respondent include: home, fairness and nothing.
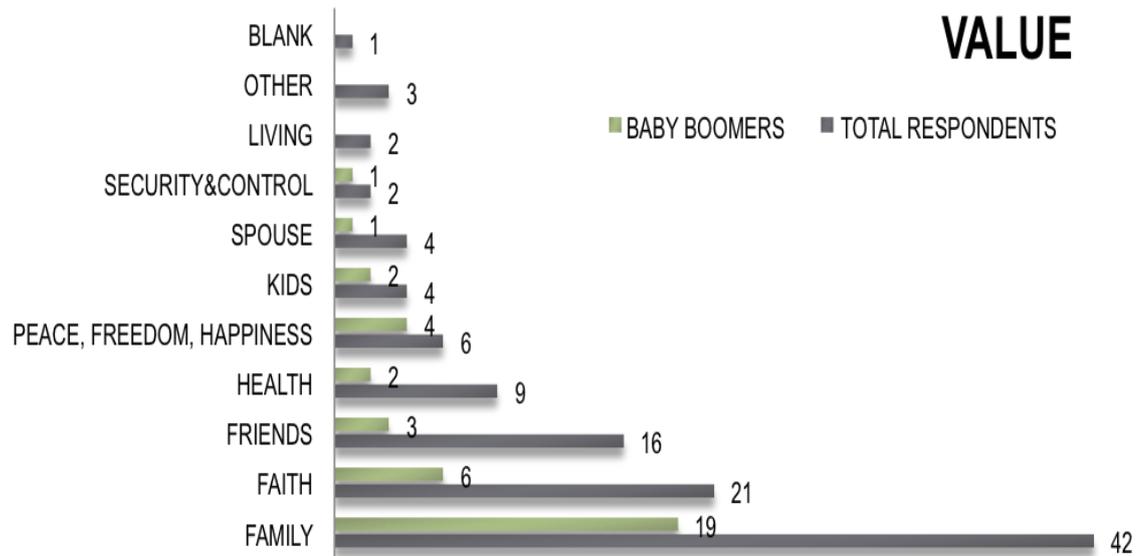
Figure 30 What do you value most in life?

The similarities between the group are important, revealing the similitarites in the values of both the baby boomers and the total respondents. These values, being family and faith, may be related to the religious tendency of the group of respondents as well as the tendency of having children.

Question 22 asks the respondent what makes them happy in life. Family is the greatest source of joy for both the total respondents and among the targeted baby boomers by over double. Friends come in the second most common for both groups as a source of happiness. Peace, freedom and harmony, children and grandchildren, and accomplishment are quite common among the total respondents as well as the baby boomers. Faith and health were also popular among the total respondents, but neither were mentioned by the baby boomers.
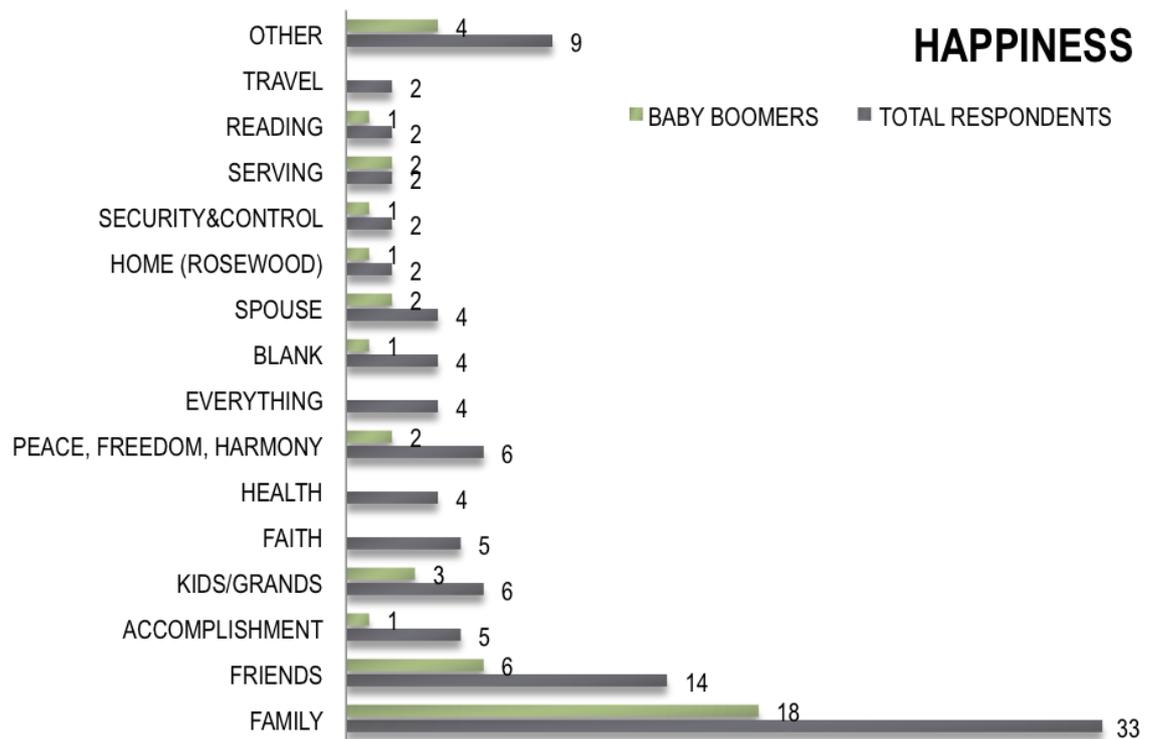
Figure 31 What makes you happy?

The categories: everything, the respondent's Rosewood home, their spouse, security and control, serving, reading, and traveling are all mentioned more than once. The other sources of happiness include: the ability to choose, Obama, leisure, honesty, decorating, nature, laughter, singing and concerts. Four people left the question blank.

Significantly enough, family is ranked the number one source of happiness in the total respondents, as well as the baby boomers. Children and grandchildren are also mentioned and can actually be associated with family, thus enforcing the significance.

Countering what makes the respondents happy, what makes them sad is asked in Question 23. 'Disappointment' and 'pain and sickness' tie for the most

common things that make the respondents sad. The responses are outlined in the graph below.
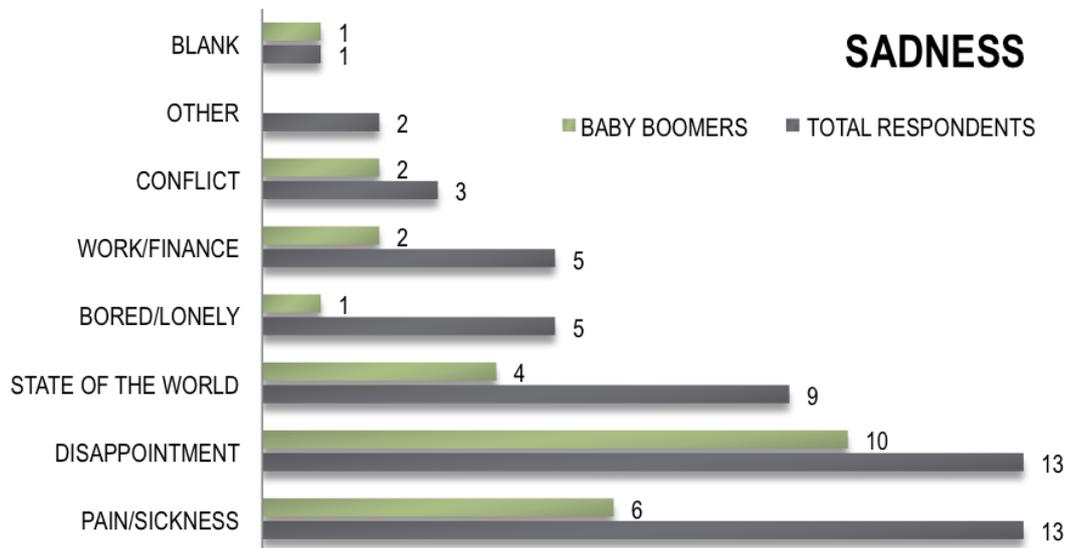
Figure 32 What makes you sad?

Baby boomers are more likely to be disappointed in for example: the way people treat each other. They also are more likely to be distraught by conflict. Baby boomers are less likely to be bored or lonely. These findings may be related to the influence religion has on the social attitudes of an individual (section 4.5).

7.4   General Interest of Rosewood Communities

Question 24 begins the final section: Home. This aspect includes both general and specific interpretation of home, and therefore, relates to Rosewood Communities.

Question 24 asks what "home" means to the respondent.
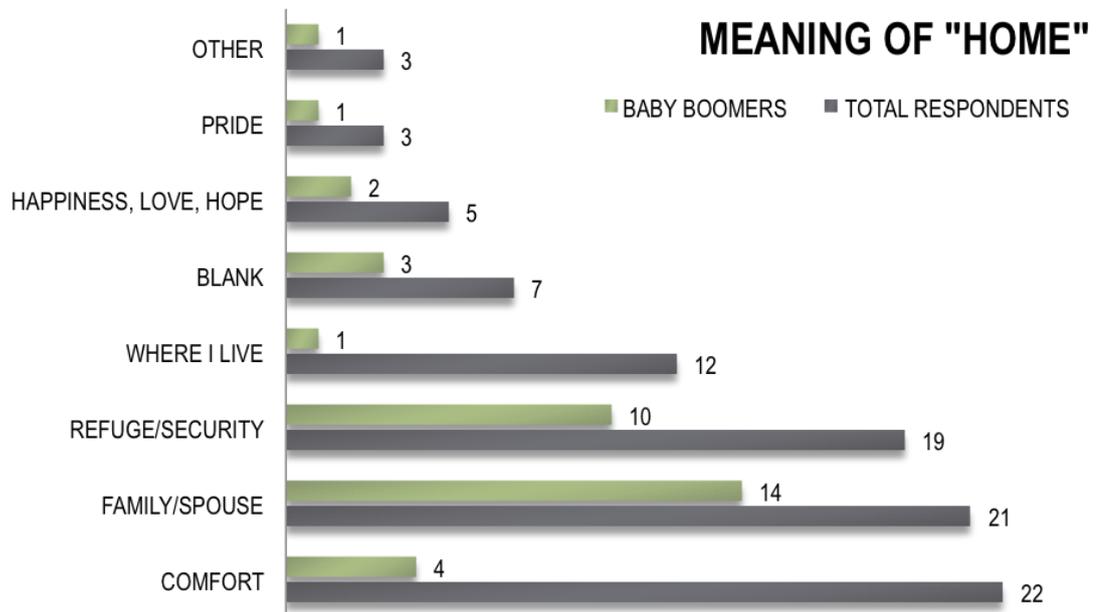
Figure 33 What does "home" mean to you?

The chart above reveals that baby boomers are tremendously less likely to value 'comfort' than the respondents as a whole. They are significantly more likely to consider family and security in their definition of home. This attitude of the baby boomers signifies another enforcement for 'family' as a role in their cultural and social attitudes in this analysis.

Rosewood Communities slogan: "Rethink Home" is presented in question 25 and asks for the respondent's thoughts regarding the phrase. This is a general feedback question for Rosewood Communities.

The graph below shows that both the total respondents and baby boomers associate "Rethink Home" with change. There were 11 blank responses, but

only three blank baby boomer responses. Downsize and maintenance-free ranks second in the meaning of the slogan. Baby boomers are more likely to associate "Rethink Home" with downsizing and maintenance-free. Two respondents, not baby boomers, thought of aging when hearing the slogan.
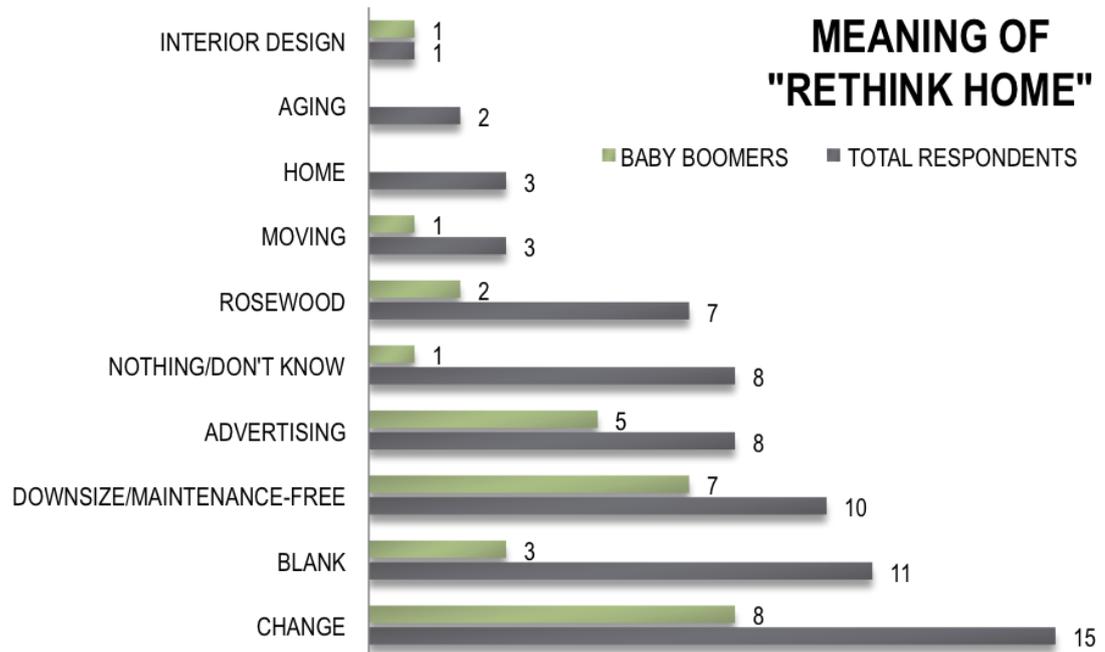
Figure 34 What do you think when you hear "RETHINK HOME"?

The respondent is asked to give the color they associate with home in question 26. The aim of this question is to use it in comparison with the colors Rosewood Communities uses for promotion purposes.
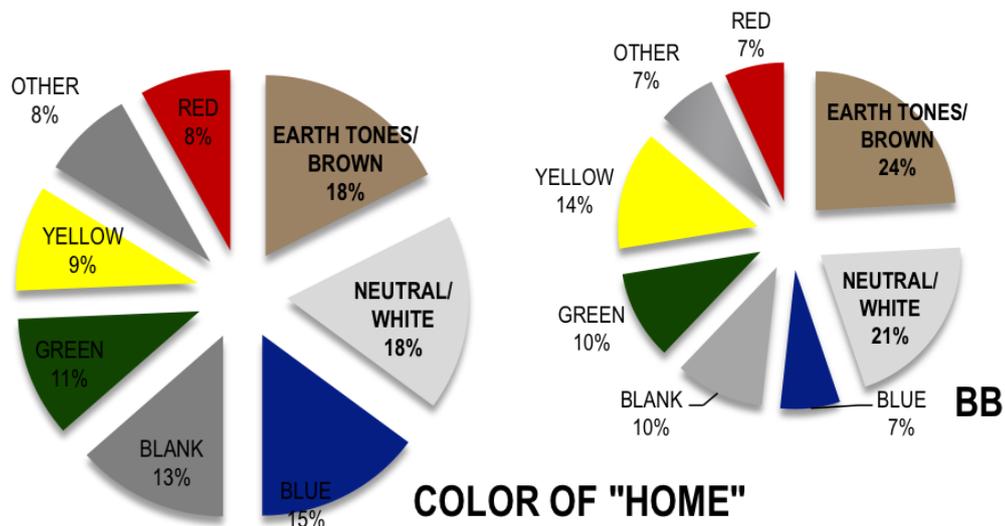
Figure 35 What color first comes to mind when you hear the word "home"?

Above, it is clear that both respondents and the baby boomers (shown on the right with the BB) associate earth tones/brown and neutral/white colors with home. Other percentages were surprising similar between the two groups. This secures Rosewood Communities' color scheme usage of earth tones/brown and blue in their marketing material.

More feedback for Rosewood Communities is sought after in question 27 by asking where the respondent heard about Rosewood. The choices given are from a friend, in the newspaper, from a realtor, from driving-by or seeing a Rosewood sign, or the Internet.
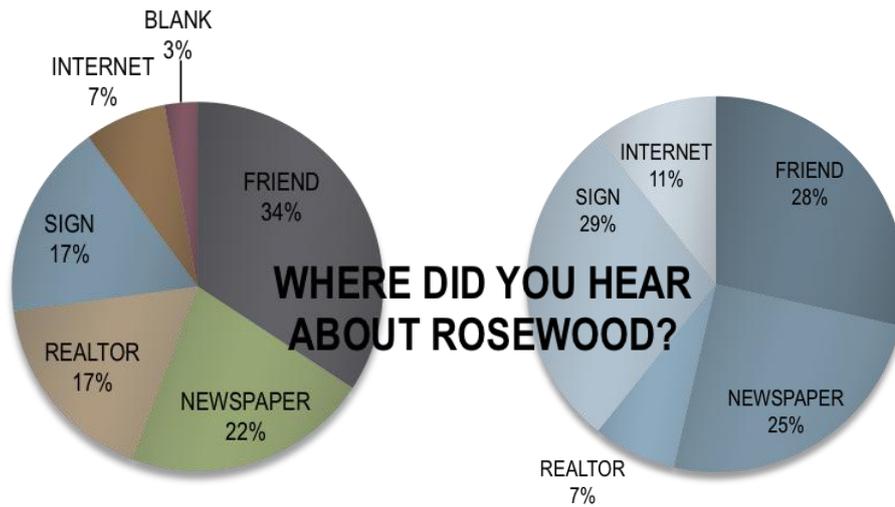
Figure 36 Where did you hear about Rosewood Communities?

Figure 37 The baby boomers' encounter with Rosewood Communities.

The most common place the respondents hear about Rosewood is by a friend; with 34% of the total population and 28% of the baby boomers. Newspaper ranks second in both the total population and among the baby boomers themselves at 22% and 25%. Of the total population, 34% is split between hearing about Rosewood from a realtor and seeing a sign. 29 % the of baby boomers, on the other hand, saw a Rosewood sign, and only 7% heard about Rosewood from a realtor. The Internet was the least common place, pulling 7% among the total population and 11% among the baby boomers. The only significant difference exists between the total respondents and baby boomers is that baby boomers are more likely to see a sign and less likely to hear about Rosewood from a realtor.

This data revealing newspaper as such a common source relates to the tendency among the baby boomers and the total respondents to read the newspaper regularly. Also, the Internet being the least common method may relate to the total respondents' usage of the Internet.

Question 28 asks where the respondent lived prior to the Cottages with general choices being the Upstate, a surrounding state, across the country, or a different country. Of the total responses, 73% lived in the Upstate, 18% moved from across the country, and 9% from a surrounding state. Among the baby boomers, 79% are from the Upstate, 14% from across the country, and 7% from surrounding states. It is important to mention the similarity between the percentages, and thus no significant difference in where the respondents and baby boomers have lived prior to the Cottages.
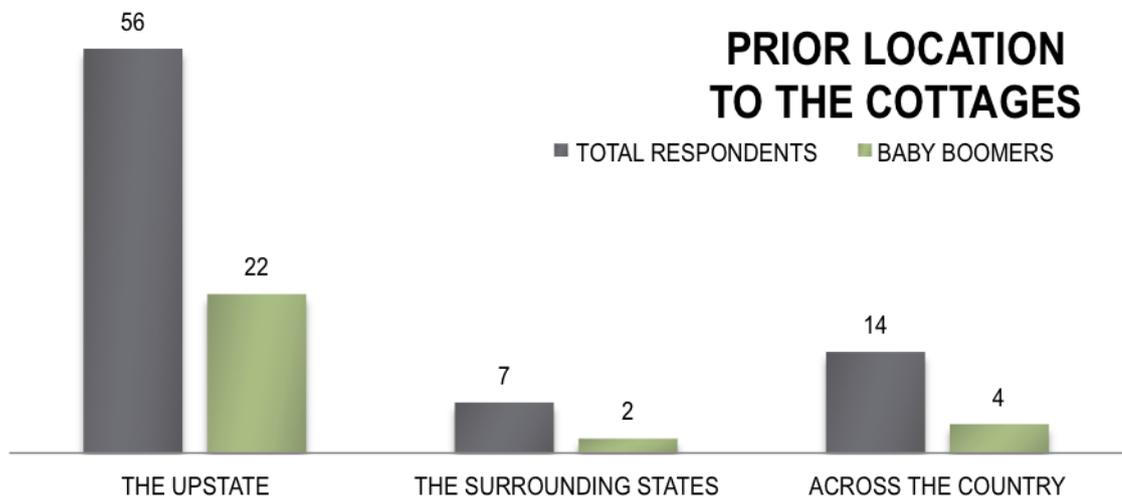
Figure 38 Where did you live prior to the Cottages?

Most of the residents from the Cottages lived in the Upstate prior to the move. This relates to the signs being the most common method for the baby boomers hearing about Rosewood Communities.

Reasons for moving into the Cottages are asked for in question 29. The options given are: children, work, friends, weather, and other with room for explanation. The respondents checked all factors that influenced their decision. 43 of the

respondents, or 58% left the question blank. This blank is interpreted as the result of them moving into the Cottages from the Upstate, so they felt there was no need to explain further. Although it is evident from the data, that some of those who moved to the cottages from the Upstate do offer a reason for choosing the cottage community.
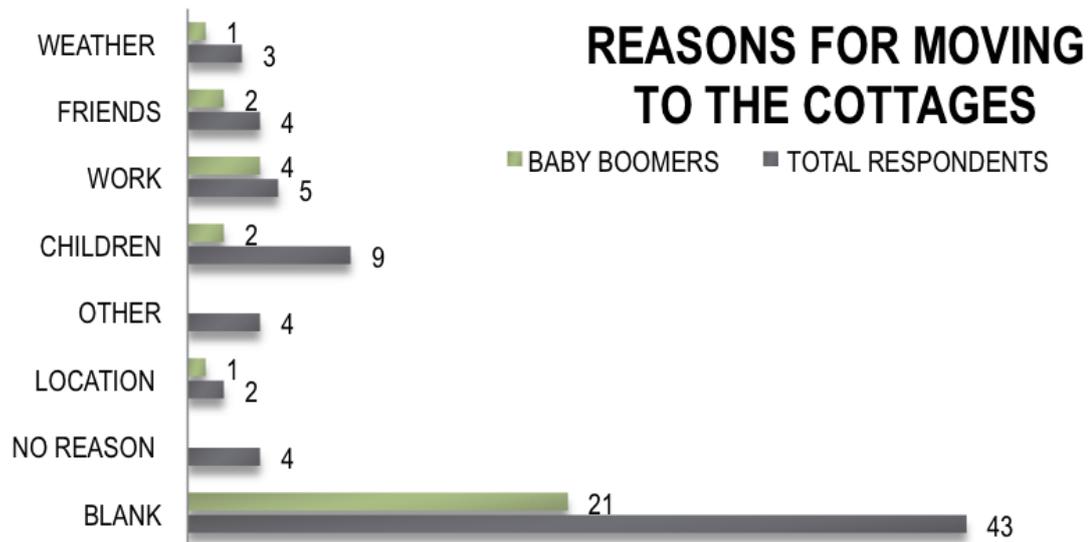
Figure 39 Why did you move to the Cottages?

The most common reasons for moving to the cottages from the total respondents are children and the work. For the baby boomers, work is the most common reason, followed by children and friends. Weather, location, no reason, and other miscellaneous answers make up the rest of the responses. The only significance to note is that work, friends, and children play a role in the baby boomers decision.

Question 30 asks for a yes or no as to whether the respondents' Cottage residence is their primary residence. 97% of the total respondents answer that "the Cottages" is their primary residence, the baby boomers are included in this yes as 100% of them answered that it is their primary residence. This reveals

the full commitment of the baby boomers to the more practical, smaller Cottages being their home (section 5.2).

Question 31 offers ten choices in a rating scale of the aspects regarding the respondent's ideal living situation: 1 being the most important and 10 being the least. These aspects are taken from the theoretical portion of the baby boomer retirement real estate (section 5.2), including the most relevant aspects to this research. This question was also included per the request of the owner of Rosewood Communities.

The scale is shown below in the graph. As shown, the total respondents correlate directly with the baby boomers. The two most important aspects in regards to their living arrangements are "maintenance-free living" and being "close to their children." Being "close to friends" and "close to shops and services" rank third and fourth, with friends being just slightly more important to the baby boomers. "Organized social activities" and "living in a gated community" tie for the least important aspect for the respondents. Room for family and friends to come and stay ranks fifth in importance. Sixth is being "close to medical offices and hospitals" and seventh is a "warm climate." Being "close to a major airport" ranks eighth, just before the two tied for ninth and tenth.

ASPECTS MOST IMPORTANT IN REGARDS TO LIVING ARRANGEMENTS:
USING SCALE OF 1 BEING MOST IMPORTANT
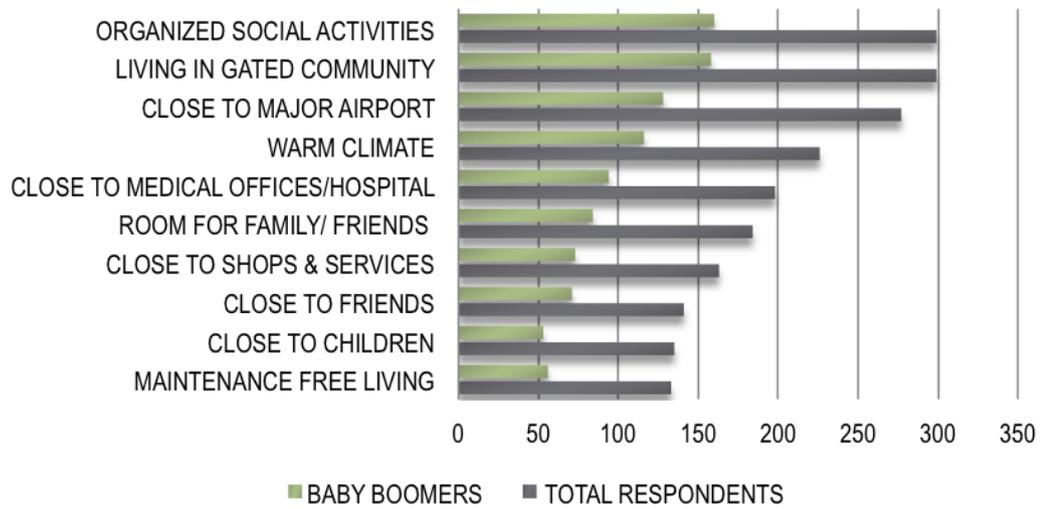
Figure 40 Rate aspects for importance in regards to the living arrangements.

MISINTERPRETED
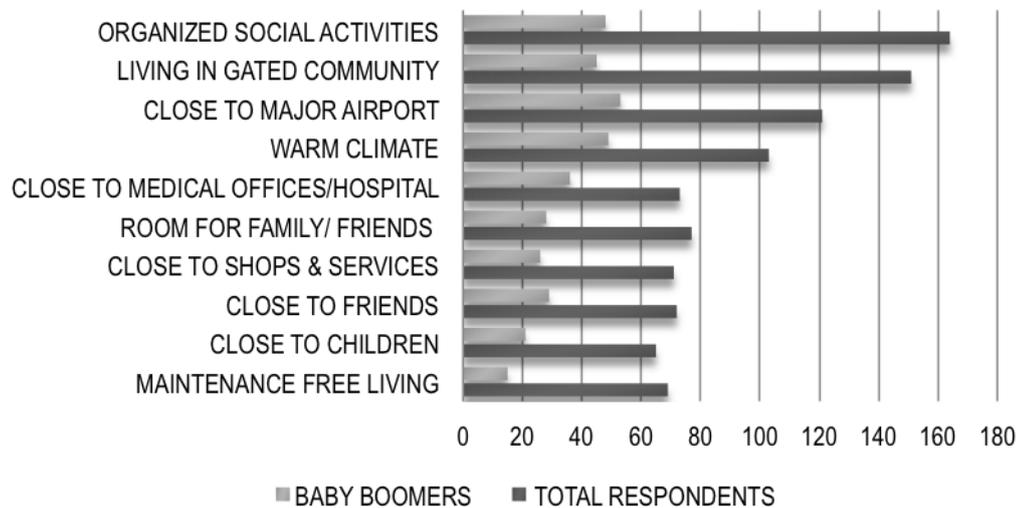
Figure 41 Misinterpretations of Question 40.

The theory is proven in the following results: baby boomers want "maintenance-free living" and want to live close to their children, they do not want organized

social activities and to live in a gated community, and being "close to medical offices and hospitals" is also important to them (section 5.2). It is significant to mention that being 'close to their friends' is important to the baby boomers.

The remainder of the questions are feedback specific to the respondent's own Rosewood Community. These questions are open-end allowing for the respondent to list as many aspects as they wish. All answers are taken into account. The purpose of the question, as with all this open-end final portion of the questionnaire, is to find out what aspects are mentioned the most, thus making them the most important, or most common in some cases.

Question 32 asks about the respondent's ideal living arrangements: what aspects are missing from the respondent's Rosewood Community?
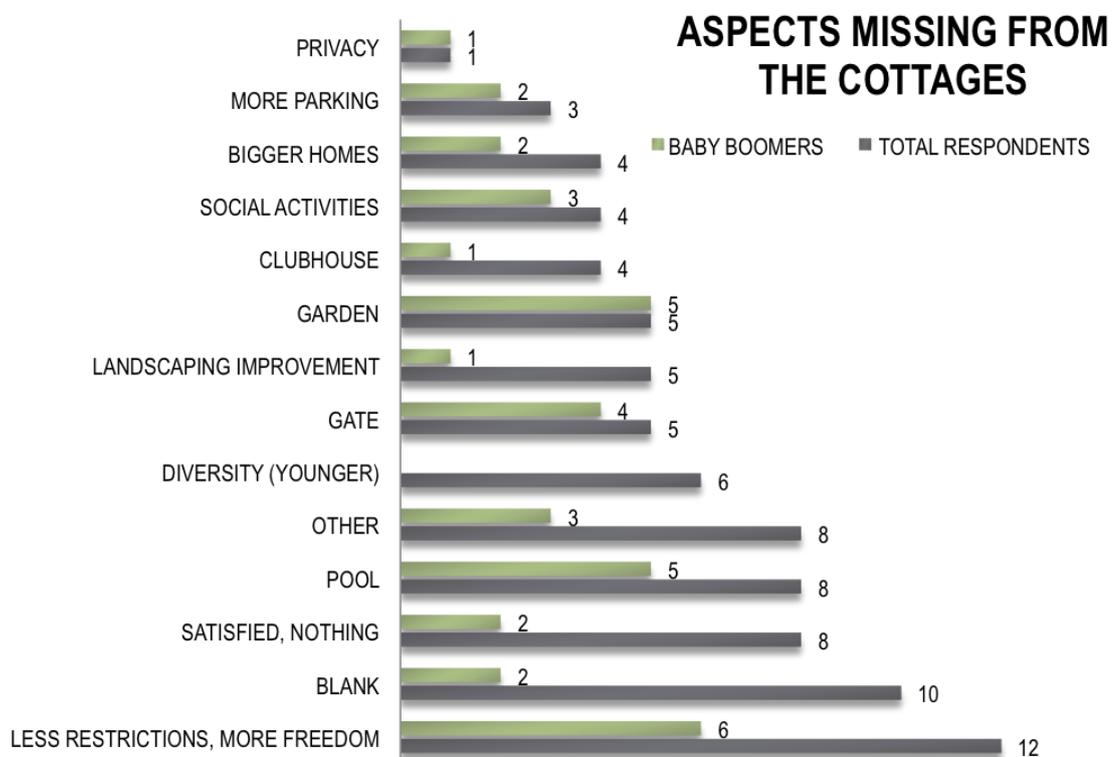
Figure 42 What aspect, in regards to your living situation, is missing from the Cottages?

The graph shown above reveals that less restrictions and more freedom (mostly in landscaping) are the main aspects missing from the Cottages. There were ten blank responses. Interestingly, eight total responses claimed that they were satisfied and there are no aspects missing.

Baby boomers are more likely to mention that a pool, a gated community, and a garden are missing from the community. It is significant to mention that five out of the five (100%) respondents who mentioned a garden are baby boomers. None of the baby boomers mentioned a younger, more diverse age group is missing. They are less likely to mention landscaping improvements. The other category includes: being closer to their kids, an extra bathroom upstairs, handyman, walking/biking trails, more space, bigger garage, individual mailboxes, and more HOA involvement.

The respondent's favorite part of their Rosewood Community is asked for in question 33. As shown dramatically in the graph below, maintenance-free living is by far the favorite aspect of both the total population, and among the baby boomers. This margin is over double for both groups. The community and its looks, homes, and even the entrance to the subdivision is the second most favorite aspect of the cottages for both groups as well. Location ranks third in both. There are five blanks that need to be mentioned and three nothings. Three baby boomers say that their neighbors are their favorite aspect and one respondent enjoys the safety of the cottages.
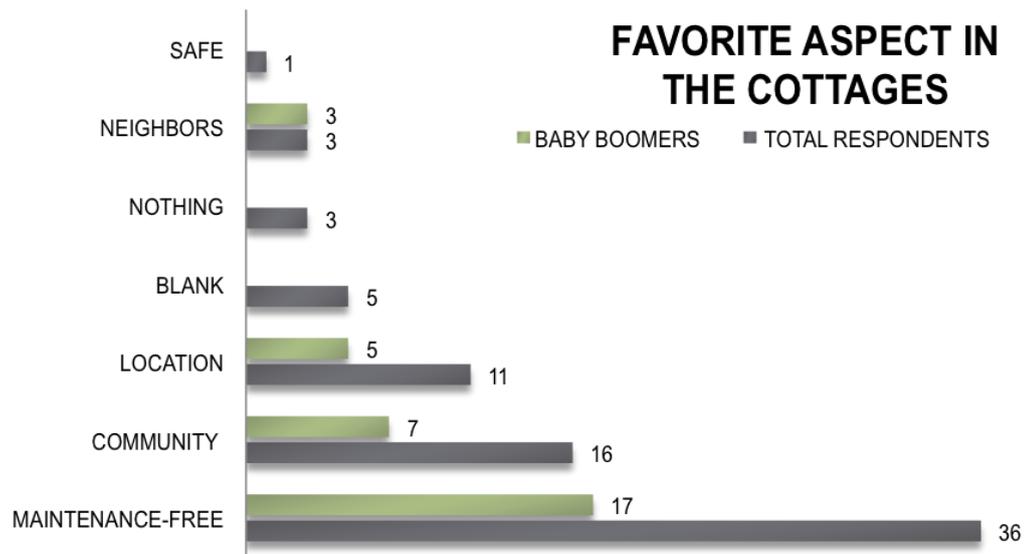
Figure 43 What is your favorite part about the Cottage community?

This data also reaffirms maintenance-free living as selling point for the baby boomers in theory and for Rosewood (section 5.2, 6.4). It also shows that three out of three of the repsondents (100%) who mentioned their favorite aspect being their neighbors are baby boomers. This may be related to being 'close to friends' as an important aspect in their ideal living situation.

Questions 34 to 38 are specific questions per the request of the owner, Mark Nyblom. A copy of the email is found in Appendix 5.

The most important kitchen upgrades are asked for in question 34. The responses are grouped into appliances, cabinets, countertops, space/storage, lighting, blank answers, backsplash, satisfied, hardwood, the fan exhaust blowing directly outside and others. The other category responses were made by one respondent and include: a central vacuum, hot water circulation, European kitchen, and the painting.

5 of the total responses are satisfied, meaning that the respondents are satisfied and cannot think of any upgrades in their kitchen they may want. 9 of the responses were blank, assuming that they were satisfied with their kitchen as well. These blanks and satisfied responses cause the discrepancy in the data that is mentioned earlier.
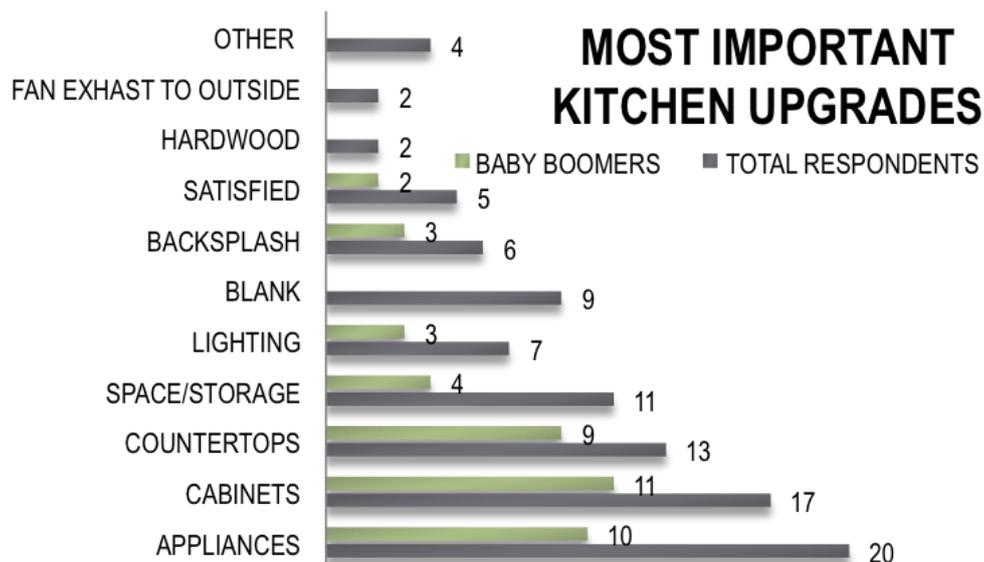
Figure 44 What upgrades are most important in regards to the kitchen?

Appliances are most important by the total respondents, followed directly by cabinets. Baby boomers, on the other hand, mention cabinets as the most important kitchen upgrade. Countertops and space/storage come in at third and fourth most important for both groups. Baby boomers are more likely to mention cabinets, appliances, and countertops that the respondents as a whole.

Question 35 asks for a yes or no based on whether the formal dining room is used. Almost three-quarters of the total respondents (74%) claimed that they in fact use a formal dining room. Exactly three-quarters of the baby boomers

(75%) claimed that they use a formal dining room. The similarity between groups is surprising significant.
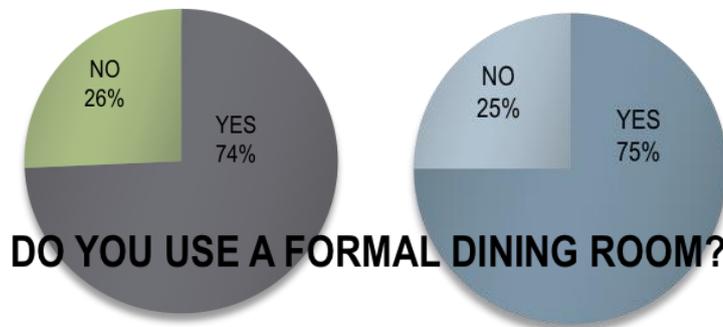
Figure 45 Do you use a formal dining room as a dining area?

Figure 46 Baby boomers' usage of a formal dining room.

The usage of a formal dining room differs in interpretation and thus no significant conclusion can be drawn in relationship to baby boomers wanting informal dining rooms that accommodate a large number of people (section 5.2). However, it can be safely assumed that baby boomers need enough space to comfortably serve and eat meals.

Question 36 is an open-end question that asks what specific extra space is most desired. The answers are grouped together in the most logical way with only those answers made by one respondent in the other category. The goal is to include as much information as appropriate.

The graph below represents this question perfectly. Storage was the most desired extra space by over double. Storage includes, but is not limited to, the following specifics: pullout drawers in the kitchen, linen closet, built-in cabinets in the garage, built-in closet storage, and attic storage.
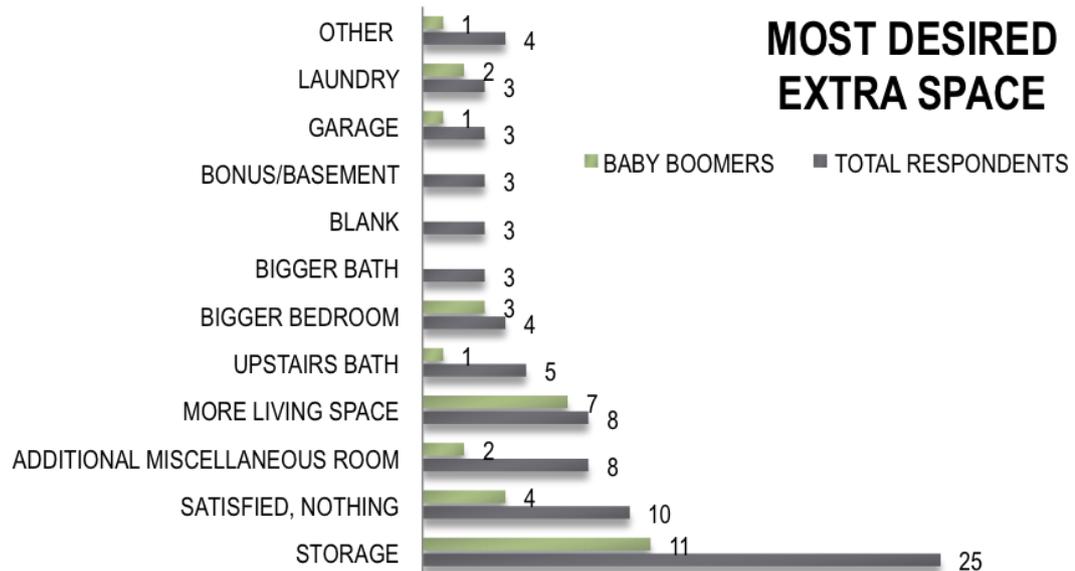
Figure 47 What extra space would you most desire in your home?

This question also reveals many respondents who are perfectly satisfied with their cottage home. Additional miscellaneous rooms requested include: sunroom, office, porch, workout room, and a recreational room. These translate to multi-purpose rooms mentioned in the theory (section 5.2).

7 out of the 8 responses asking for more living space in the main area are made by baby boomers. This proves the theory of baby boomers preferring an open living space, as it creates a larger living area (section 5.2). 3 out of the 4 responses for a bigger bedroom are made by baby boomers. 3 of the total responses were blank. The baby boomers do not mention a bigger bath, bonus room, or basement. Three respondents mention extra space in the laundry room and garage; 2 baby boomers for a bigger laundry and 1 for a bigger garage. The repsonses for bigger laundry and garage by the baby boomers can be related to storage issues, and thus affirm storage as the baby boomers' most desired extra space in this study. The theory in section 5.2 reaffirms this by

listing different forms storage options as extremely important to the baby boomers.

Finally, question 37 asks for any other upgrades the respondent is interested in adding to their home. Just as in the previous questions, the responses were grouped as logically as possible in order to include the most information. There are three blanks factored into the data, assumed that they have no opinion on upgrading in homes. The other category is divided evenly by one response into the following specific aspects: insulated water pipes, pool, cable/Wi-Fi, garden, home theater, upstairs bath, faucets, more square footage, leaf guards on the gutters, and double-hung windows.
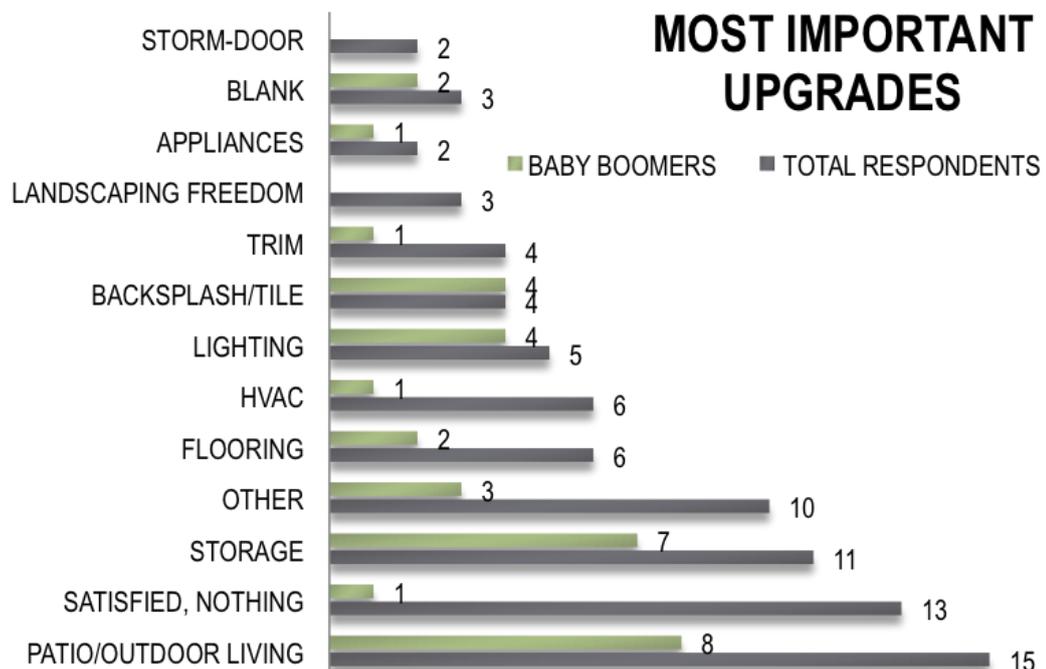
Figure 48 What other upgrades would you be interested in adding to your home?

Patio-outdoor living is the most mentioned upgrade in both the total group of respondents and among the baby boomers. This is followed by the group of

total respondents that are completely satisfied and could not imagine asking for anything they do not already have in their home.

Storage ranks second in upgrades in both the total respondents and among the baby boomers, which again, links us back to the storage mentions in the theory section 5.2. The other category including specific specialized upgrades comes in third, and the category is outlined in the previous section. The baby boomers account for four out of four (100%) of the backsplash and tile being the most important upgrades.

7.5   Baby Boomer Correlations

A textbook definition of correlation refers to it as "a relation existing between phenomena or things or between mathematical or statistical variables which tend to vary, be associated, or occur together in a way not expected on the basis of chance alone" (Merriam-Webster [referred to 31.5.2012]).

In layman terms, correlation is how one variable predicts the other and vice versa. However, correlation does not distinguish causation. This analysis correlates the quantitative demographic and socio-economic characteristics of the baby boomers. This is due to the baby boomers being the focus of the study and the response being quantitative rather than qualitative

BABY BOOMERS CORRELATIONS	WORK STATUS (FREQUENCY)	SALARY	EDUCATION	#CHILDREN	CHILDREN AT HOME	RELIGIOUS	CHURCH FREQUENCY	NEWSPAPER FREQUENCY
WORK STATUS	1.00							
SALARY	0.32	1.00						
EDUCATION	**-0.26**	0.03	1.00					
#CHILDREN	0.00	**0.29**	**-0.30**	1.00				
CHILDREN AT HOME	0.08	0.12	0.38	-0.23	1.00			
RELIGIOUS	0.09	-0.05	-0.06	-0.04	0.24	1.00		
CHURCH FREQUENCY	0.32	0.01	-0.10	0.07	**0.33**	**0.63**	1.00	
NEWSPAPER FREQUENCY	-0.20	-0.04	0.12	-0.15	-0.11	-0.02	0.07	1.00

Figure 49 Baby boomer correlations.

One represents a perfect correlation--as one variable moves, the other variable's movements can be predicted to match exactly. Obviously, all the variables correlate perfectly with themselves. A correlation of -1 means that the two variables move in opposite directions of each other, thus as one goes up the other comes down. Zero represents the variables having no statistical effect on each other. It is important to stress that correlation does not reveal which one affects the other; this is left up to interpretation.

This table shows that education and work frequency have a correlation of -.26. This mild negative correlation shows a relationship between a higher education and less hours working.

The number of children and salary at .29 either suggest that the more money baby boomers make, the more children they have, or that the more children they have, the more money they make. Another mild negative correlation between the number of children and education leads us to believe that the higher education they have, the fewer children they have.

The data accuracy is enforced by the positive correlation between being religious and church frequency at .63.

BABY BOOMER INTERNET USAGE CORRELATIONS	*EMAIL*	*SOCIAL*	*WORK*	*NEWS*	*SHOPPING*	*RESEARCH*
EMAIL	1.00					
SOCIAL	0.25	1.00				
WORK	0.40	0.34	1.00			
NEWS	**0.63**	0.26	**0.66**	1.00		
SHOPPING	0.25	0.52	0.08	0.28	1.00	
RESEARCH	0.34	0.08	0.23	0.44	**0.61**	1.00

Figure 50 Baby boomer Internet usage correlations.

Correlations are also made for the baby boomers' Internet usage. It shows that those that use the Internet for news are more likely to use it for email and work. The only other correlation worth mentioning is the positive correlation between research and shopping. This relationship between research and shopping is significant as the assumption can be made that most purchases begin with research, which takes place on the Internet.

8 CONCLUSIONS

The purpose of this research is to identify the baby boomer as a target market demographic. The three research questions for this study are: who is the target market, what do they want/need/value, and how can Rosewood Communities give them that? The questions are answered in the following conclusions.

8.1 The Baby Boomer

The target market is demographically segmented as baby boomers aged 47 to 65. This target market makes up almost half of the inhabitants of the Cottages of Rosewood Communities. Although half of these baby boomers are still working full-time, they are nearing retirement.

The most suprising and significant conclusion found from this study is the religious aspect of the baby boomers in the Upstate of South Carolina. This finding supports the theory that Greenville County is an Evangelical Epicenter (section 4.5). An overwhelming 86% of the baby boomers are religious. Most highly religious areas contain high levels of poverty and low education levels. Contrary to most religious areas, Greenville County enjoys high education and above average income levels.

Within the scope of the empirical research conducted, the baby boomers reflect the simultaneously high religion, education, and income previously stated. Baby boomers choose religion although they have both education and money.

Religion influences the baby boomers' social attitudes by influencing their values. When questioned about their values, faith was the second most mentioned value by the baby boomers. This religious influence manifests in the results of the questionnaire in three ways: the high percentage of baby boomers being married which correlates in their attitude of not being bored or lonely, the lack of co-habitating which coinsides with evangelical beliefs, and 'disappointment and conflict' commonly making them sad. When a person holds religious values, they hold themselves and others to a high standard that can easily lead to disappointment. Religion is important in who the baby boomer is as a target market, because it permeates into every aspect of their life and how they identify themselves.

Another important aspect of the identity of the baby boomer is family. Family is the number one mentioned value in life and 'what makes the majority happy.' Family includes the spouse, children and grandchildren of the respondents. As stated above, an overwhelming majority of the baby boomers are married. All of the baby boomers in the Cottages have children; the majority have two children. The enormous percentages of 'zero children living at home' reflect an aging population in this research. The significant amount of grandchildren or children living out of town along with their valuing family leads to the assumption that the residents of the cottages have family visit them. Due to the traditional form of family found among these baby boomers, their value for family is affirmed in what they say and what they do.

Overall, the Cottage baby boomers have traditional values based in faith and family. Their work ethic, education and income levels combined with their faith and family values establish the baby boomers as a stable target demographic group.

8.2   The Home of a Baby Boomer

The second half of the questionnaire identifies the baby boomers' wants/needs/values in regards to their home. Home means 'family' and 'refuge and security' for baby boomers. They associate 'Home' with earthtones/brown and neutral/white colors.

The want of the baby boomer is met in Rosewood Communities' slogan "Rethink Home." This slogan conjured up 'change,' 'downsize and maintenance-free,' among the baby boomers when asked their interpretation in the questionnaire.

This research proves that baby boomers want "maintenance-free living" and want to live 'close to their children.' They do not want 'organized social activities' and to 'live in a gated community.' Being 'close to medical offices and hospitals' is also important to them.

The low percentage of baby boomers 'moving in from out of town' proves the theory of small percentages looking to relocate. This percentage confirms the baby boomers as a stable target market group. The theoretical portion of baby boomers' real estate states that 92% want to downsize. The downsizing to the Cottages attests to the fact that baby boomers want to downsize.

The indisputable reccurence of 'storage' in the baby boomers' questionnaire responses when asked about 'missing aspects of the Cottages,' 'extra space' and 'most important upgrades' substantiate the theory of including spaces such as "drop zones" and other storage areas to baby boomer inspired floorplans.

The baby boomers downsizing to the Cottage homes obviously result in the need of 'storage' in their homes.

8.3   Recommendations

Recommendations answer the third research question, how can we give them that? These recommendations are for the case company Rosewood Communities Inc. and give suggestions for improvement in the product and strategic marketing decisions of the company.

In order to appeal to th baby boomers as a target demographic, Rosewood Communities must position itself to exemplify the traditional values that the baby boomers seek. The values of the baby boomers correlate with Rosewood Communities' values of "loyal relationships and fair business practices" (Nyblom 24.1.2012). Rosewood Communities' is successful in portaying these values to the homeowners as proven by the amount of overall satisfied answers. These values upheld by both the case company and target demographic affirm the potential success of these two parties. Thus, Rosewood Communities should continue to practice and emphasis their value system.

The baby boomers' affinity for earthtones/brown in their association of home proves Rosewood's logo of burgundy and tan to be successful in the eyes of the target market. Rosewood's logo connects Rosewood's product to the baby boomers' idea of home, and therefore, this color scheme should be continued.

The signs are the most common source of how the baby boomers hear about Rosewood Communities and the majority of the baby boomers moved to the

Cottages from the Upstate. These two facts are completely intertwined as signs target local thus proving signage as successful positioning in the local environment and as the most important source of marketing for Rosewood. Rosewood Communities' signage is successful. Considering this success, additional signs would be profitable.

Another successful method of advertising is the newspaper. Baby boomers are more likely than the normal population to read the newspaper weekly, and especially daily. The correlation is proven through the large percentage of the baby boomers that saw Rosewood's ad in the newspaper. The results uphold the importance of Rosewood Communities' newspaper advertisements in their marketing sheme thus should be continued.

In addressing the baby boomers' need, the most important recommendation for Rosewood Communities is to incorporate as much storage as possible into their floorplans and advertise this distinction accordingly.

On the morning of 31.5.2012, Mark Nyblom requested that one of the most popular floorplans of Rosewood's Cottage Series (The Gladstone) be revised. This revision, found in Appendix 6, transformed a mudroom (entry room from the garage) into a closet space. This can be referred to as a "drop-zone" (section 5.2) and creates more storage for the homeowners and was confirmed by Mark to be a result of the data and conclusions made by this study. Thus, practical application of identifying who the baby boomer is, what they want/need/value, and how Rosewood Communities can deliver it is a reality.

8.4   Further Study

This section introduces how this study could be continued. In the moving target of the baby boomers, research needs to be updated in order to keep up with the baby boomers.

Due to the interesting conclusion that religion plays such a major role in the baby boomers of the Upstate of South Carolina, a continuation of this study could research if the location of churches affect their decision in the location of their home. This research could include 'close to church' as an aspect in rating importance regarding the baby boomers' ideal living situation.

This research is conducted for the baby boomers as a target market demographic in the Upstate of South Carolina. Delving into the national identity of the baby boomers to expand Rosewood Communities' Cottage product to a national level would further this study.

9 ACKNOWLEDGEMENTS

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Outline Interview Questions

24.01.12
Interview Outline

Rosewood Communities
Mark Nyblom

Introduction
Company History
   Year began
   How?
   Name
   Owners(Investors)
   Development

What does the company do?

Strategy
Vision statement - outlines what a company wants to be. It focuses on tomorrow; it is inspirational; it provided clear decision-making criteria; it is timeless
Mission statement - outlines what the company is now. It focuses on today; it identifies the customer(s); it identifies the critical process(es); and t states the level of performance
Values - govern all activities
Business Goals/Objectives - specific
   75 closings in 2012
Economic intent - profit making, investment, speculation

Business Concept
-What the business does
Products
Services
Competitive Advantage
Quality policy&objectives
Business model
- centralized, de-centralized, retail, home based, office bound

Management & Ownership
Management structure and reporting hierarchy

Employees
Directors
Business&Leadership skills
Management
Office personnel
Professionals&Advisors
Attorneys
Accountants
Working Environment

Current Projects
Completed Project

Questionnaire

Questionnaire
SEE FRONT AND BACK
There are **4 pages** total. Please circle answers.

1. Male   Female

2. In what age group are you?

   18-29   30-46   47-65   66+

3. Marital status?

   Single   Cohabitation   Married

   Separated   Divorced   Widowed

4. Work status, retired?

   Full-time   Part-time   Retired   Unemployed

5. Annual salary before/after retirement? (in thousands)

   Under 25,000   25-50   50-75   75-100   100+

6. Education background?

   High school diploma   Vocational   Bachelor

   Masters   Doctorate

7. What is your field of work?

   Business   Construction   Education   Government

   Healthcare   Service   Military   Other _____

8. Do you have children?   Yes   No
9. If yes, how many?

   1   2   3   4+

10. In what age group are your children? (circle all that apply)

   Under 10   11-19   20-30   30-40   40+

11. How many children do you have at home?

   0   1   2   3   4+

12. Do you have grandchildren?   Yes   No

13. Do they live in the same area?   Yes   No

14. How often do you see them?

   Daily   Weekly   Monthly

   Quarterly   Annually   Seldom

15. How do you spend your leisure time?

_____

16. Would you consider yourself religious?   Yes   No

17. If yes, how involved are you in church?

   Daily   Weekly   Monthly   Rarely   Never

18. How often do you read the newspaper?

   Daily   Weekly   Monthly   Rarely   Never

19. How do you access the newspaper?

   Delivered   Pick-it-up   Online

20. How often do you use the internet for the following purposes?
    (please check the appropriate box below)

Internet Usage

	Daily	Weekly	Monthly	Rarely	Never
Email					
Social					
Work					
News					
Shopping					
Research					

21. What do you value most in life?

   _____

22. What makes you happy?

   _____

23. What makes you sad?

   _____

24. What does the word "home" mean to you?

   _____

25. What do you think about when you hear "RETHINK HOME"?

   _____

26. What color first comes to mind when you hear the word "home"?

_____

27. Where did you hear about Rosewood Communities?

Friend   Newspaper   Realtor   Internet

28. Where did you live prior to The Cottages?

The Upstate   A surrounding state

Across the country   A different country

29. If not in this area, why did you move here? (Please choose the most important)

Children   Weather   Work   Friends   Other (please specify)
                                                     _____

30. Is this your primary residence?   Yes   No

31. Please rate the following aspects in level of importance in regards to your living arrangements with 1 being the most important and 10 being the least important.

Close to children__
Close to friends__
Warm climate__
Close to shops and services__
Close to medical offices/hospitals__
Close to major airport__
Organized social activities__
Room for family/friends to stay__
Maintenance free living__
Organized social activities__

32. What aspect in regards to your living arrangements is missing from the Cottage community?

_____

Note: Turn over for last page!

33. What is your favorite part about the Cottage community?

_____

34. What upgrades are most important in regards to the kitchen?

_____

35. Do you use a formal dining room as a dining area?   Yes   No

36. What extra space would you most desire in home?

_____

37. What other upgrades would you be interested in adding to your home?

_____

Please double check that you have filled out all **4 pages**!
Thank you again, this is a great help!
Mia Nyblom

Questionnaire Formation Analysis

Demography	Type of Question	Theory
1. Sex	-multiple choice	Demographic
2. Age	-multiple choice	Demographic
3. Marital status	-multiple choice	Demographic
4. Employment status	-multiple choice	Socio-economic
5. Salary	-multiple choice	Socio-economic
6. Education	-multiple choice	Socio-economic
7. Occupation	-multiple choice	Socio-economic
8. Children	-multiple choice	Socio-economic
9. Children	-multiple choice	Socio-economic
10. Children	-multiple choice	Socio-economic
11. Children	-multiple choice	Socio-economic
12. Grandchildren	-multiple choice	Socio-economic
13. Area	-multiple choice	Socio-economic
14. Social- see them	-scale	Socio-economic
15. Social – leisure	-open response	Socio-economic
16. Culture – religious	-multiple choice	Socio-economic
17. Religious	-scale	Socio-economic
18. Newspaper - culture	-scale	Socio-economic
19. Newspaper - culture	-multiple choice	Socio-economic
20. Internet - culture	-scale	Socio-economic
21. Value	-open	Psychological
22. Happy	-open	Psychological
23. Sad	-open	Pyschological

Rosewood

24. Home meaning	-open	GI Rosewood
25. Rethink home	-word association	GI Rosewood
26. Color home	-word association	GI Rosewood
27. Hear about Rosewood	-multiple choice	GI Rosewood
28. Live prior to cottages	-multiple choice	GI Rosewood
29. Why did you move	-multiple choice+open end	GI Rosewood
30. Primary residence	-multiple choice	GI Rosewood
31. Aspects for level of importance	-ranking	GI Rosewood
32. Missing from cottages	-open	GI Rosewood
33. Favorite cottages	-open	GI Rosewood
34. Kitchen upgrades	-open	GI Rosewood
35. Formal dining	-open	GI Rosewood
36. Extra space	-open	GI Rosewood
37. Other upgrades	-open	GI Rosewood

Multiple Choice 1-13, 16, 19, 27-30(open-end)
Open-end 15, 21-24, 32-37
Word Association 25-26
Scale 14, 17-18, 20, 31(ranking)

Note: GI = General Interest

Cover Letter

Dear Cottage Homeowner:

Hi, my name is Mia Nyblom. I am the office manager and niece of the owner, Mark Nyblom, at Rosewood Communities.

And I need your help!

My final work in my degree is researching the target market of the company: those of you living in the Cottages. This research requires some anonymous feedback from you.

Would you be so kind as to take a couple minutes to fill out the enclosed questionnaire by **Tuesday May 8th**. In doing so, you will be entering a drawing for a **$100 dollar Visa giftcard!** Please remember to include your name and address on the return envelope.

I have included two copies of the questionnaire. If there are two adult members are in the household, I would appreciate one filled out for each member. If two surveys are returned you will be **entered twice** into the drawing.

I greatly appreciate your time and cooperation.
Thank you so much for your contribution!

Mia Nyblom
Rosewood Communities
16 W.McElhaney Rd.
Taylors SC 29687

Email from Rosewood Owner
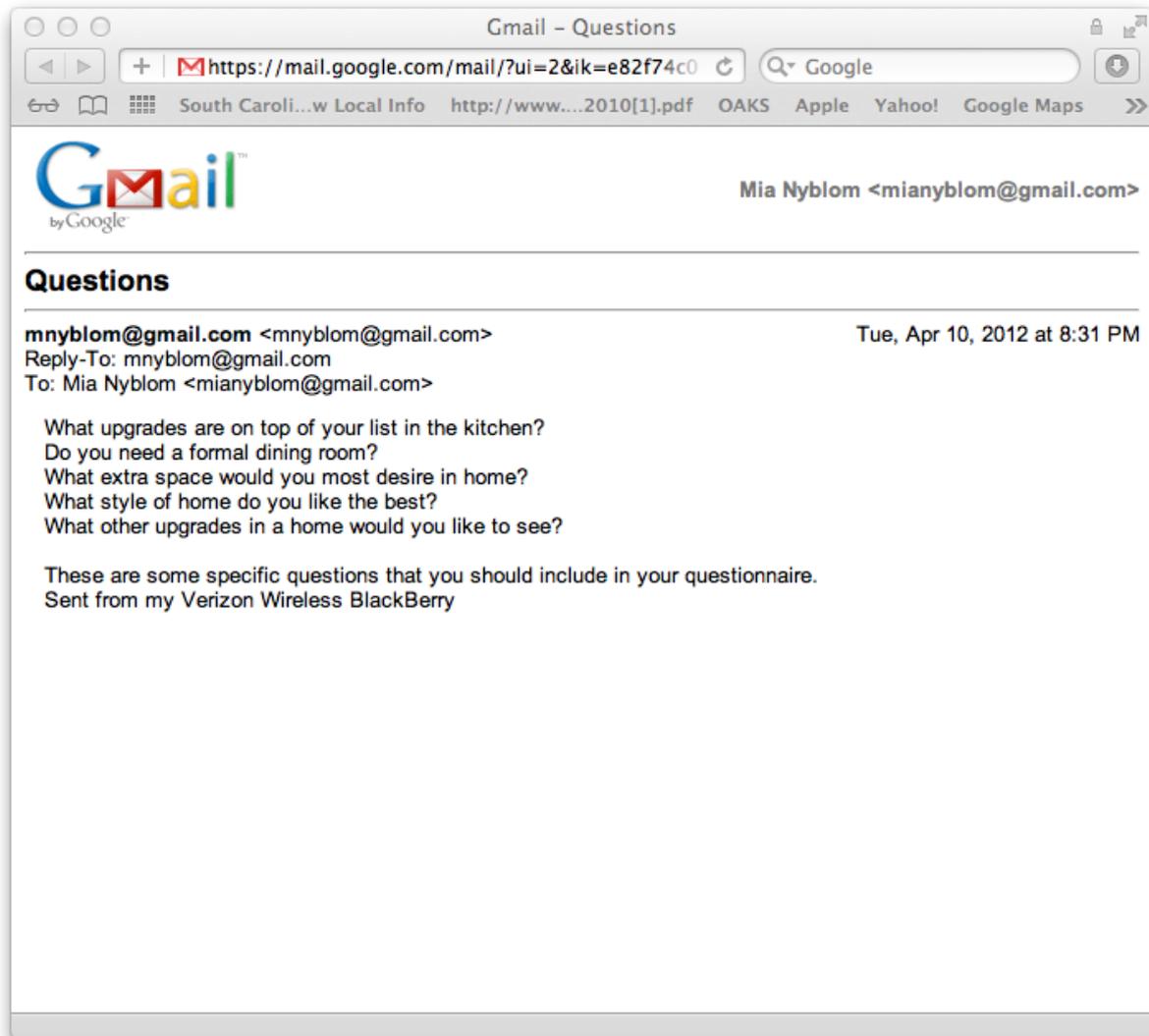
The Gladstone Floorplan Revision

THE GLADSTONE - GARAGE RIGHT
WOODSTONE
BY ROSEWOOD & HANSON HOMES
FLOORPLAN