

H26 Progressive Assortment

Mature couples with comfortable and active lives in established suburbs

🏠 1.91% | 2.23% 👤



Who We Are

Head of household age 🎂

51–65

144 | 39.3%

Type of property 🏠

Single family

101 | 90.0%

Est. Household income 💰

\$75,000–\$99,999

145 | 22.4%

Household size 👤

5+ persons

131 | 19.0%

Home ownership 🤝

Homeowner

106 | 86.9%

Age of children 🍼

13–18

92 | 13.0%

Channel Preference



91



107



23



77



41



115

Technology Adoption



Journeymen

Key Features

- Bilingual
- Ethnically diverse
- Urban-centric
- Comfortable spending
- Sports fans
- Comfortable lifestyles



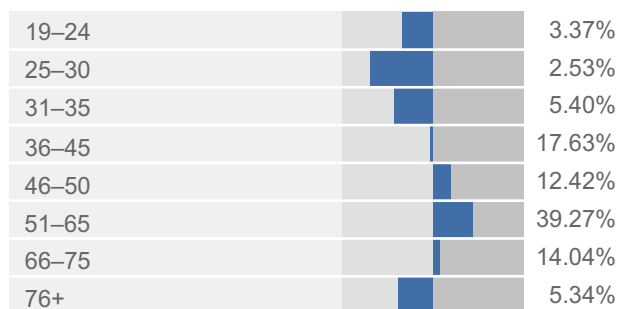
H26

Progressive Assortment

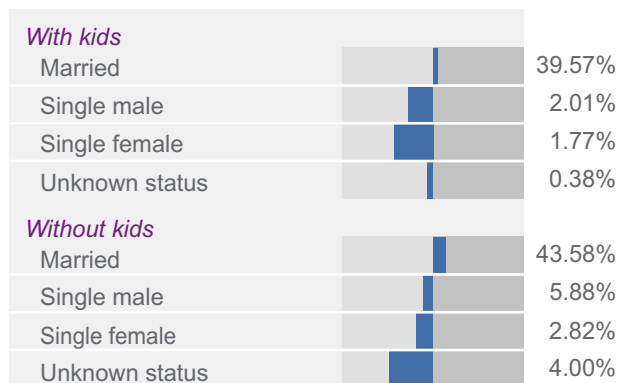
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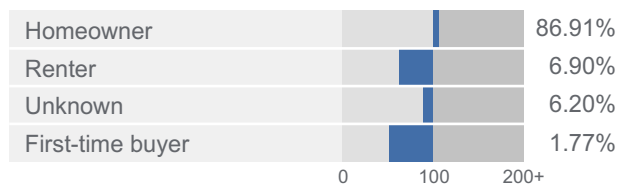
Head of household age



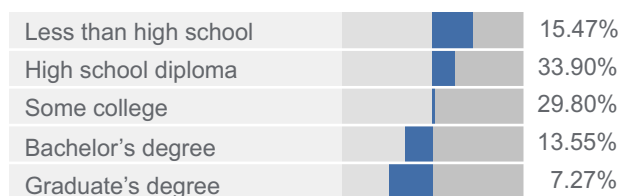
Family structure



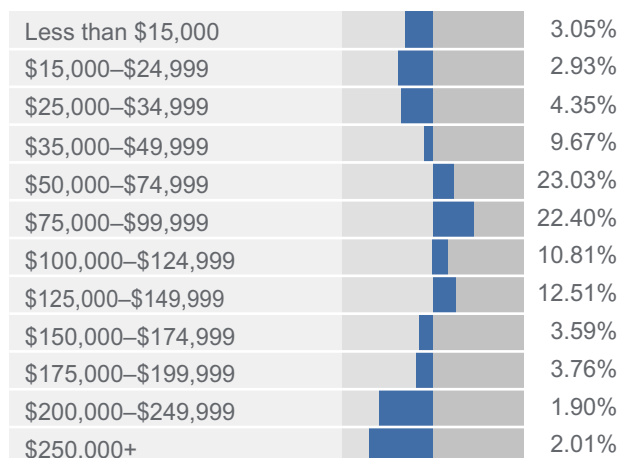
Home ownership



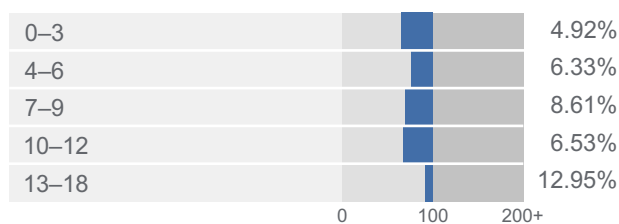
Head of household education



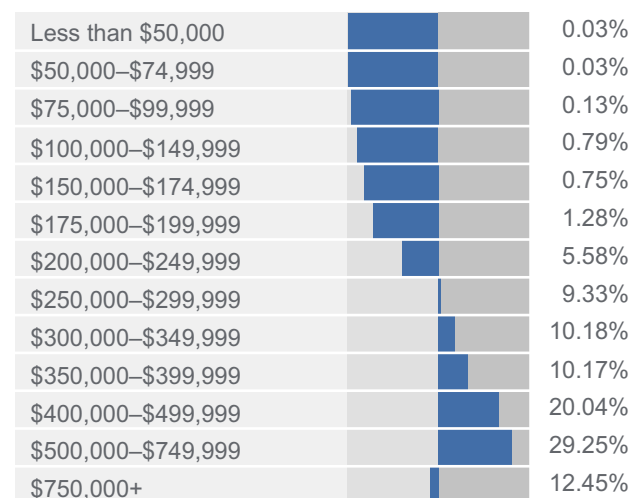
Estimated household income



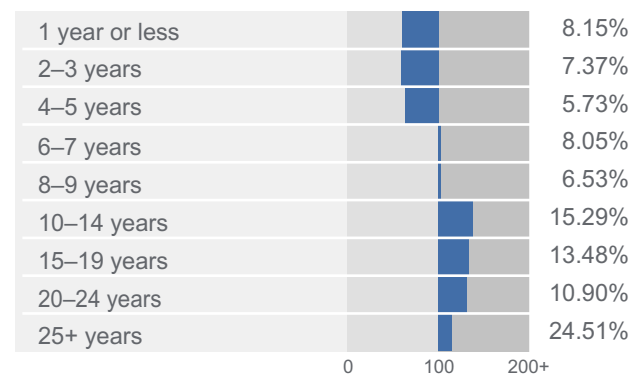
Age of children



Estimated current home value



Length of residency



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

For each group and type, the charts show the **Means** and **Index** for each variable.

Understanding Means and Index

Means show the percentage of this group or type with a particular characteristic.

For example, consider the Age composition of Group D:

Head of household age



This shows that:

- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the USA.

An **Index of 100** is the average.

An **Index greater than 100** shows that this variable is over-represented when compared with the average.

An **Index less than 100** shows that this variable is under-represented when compared with the average.



The chart shows the Index value from 0 to 200. If the Index value is greater than 200, the bar is shown as 200 along with the exact Index.

Type H26: Progressive Assortment

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How to Market

Progressive Assortment consists of consumers who very much enjoy shopping. Once a strong in-store audience, these shoppers now are just as prolific in online shopping. Their one persistent shopping habit is looking for discounts wherever they choose to shop. From a media perspective, this audience consists of early tech-adopters to some who are just now beginning to evolve their technology usage. Market to these consumers with a mixed media approach. In terms of verticals of interest, retail would be the strongest along with travel and entertainment. Progressive Assortment is a diverse group when it comes to the types of messages that will resonate and tempt them to try a new product. Some respond to brands that incentivize, others are drawn to brands that are trendy and claim to have the next fashion trend in stock.

Overview



As first-generation Americans, the members of Progressive Assortment have done well. Many have achieved success through hard work and devotion to family. Now mainly in their 40s, 50s and 60s they tend to be married home-owners. About a half have gone to college, parlaying their educations into a mix of well-paying white-collar and blue-collar jobs. Today, they live in comfortable inner-ring suburbs around the nation's big coastal cities. Having settled in modest houses more than a decade ago, many have watched their children grow up and their home values rise over time. Most of their kids are now out of the house although some still have

children at home, and their property values are worth far above the national average.

With their solid incomes and suburban settings, Progressive Assortment have comfortable lifestyles and believe in the primacy of the family. They go to restaurants, movies, and nightclubs. They travel routinely both domestically and internationally to visit family and friends. They care about keeping fit, going to health clubs to jog and work-out on stationary bikes, and cardio machines.

You won't find a lot of upscale shopaholics among Progressive Assortment. They like to experiment with styles and buy designer fashion, but they tend to shop mainstream chains like Kohls and Target. And though they talk about their fondness for technology, they're only moderate buyers of most audio and video gadgets. They like to buy new cars based on looks and styling, but they generally drive around in imported mid-range subcompacts.

Compared to average Americans, they're more progressive in their attitudes, liberal in their outlook and Democratic in the voting booth. Mostly they're pragmatic optimists who see hard work as the key to success. Despite their advancing age, they still talk of climbing up the career ladder and say that they don't mind putting in the time to get to the top. In this lifestyle, it's never too late to dream big.

Progressive Assortment are also a media-filled segment whose members appreciate both old and new media in both English and Spanish. They reflect the general population in their fondness for newspapers and magazines, especially celebrity and

fashion magazines. These households are internet-savvy, and listen to radio stations that offer adult contemporary and modern rock.