

I32

Steadfast Conventionalists

Conventional Gen X families living suburban and city lifestyles

🏠 1.54% | 1.9% 👤



Who We Are

Head of household age 🎂

51–65

117 | 31.9%

Type of property 🏠

Multi-family: 5–9 units

358 | 9.8%

Est. Household income 💰

\$50,000–\$74,999

129 | 24.1%

Household size 👤

5+ persons

158 | 22.9%

Home ownership 🤝

Renter

150 | 16.3%

Age of children 🍼

13–18

257 | 36.1%

Channel Preference



110



69



100



86



11



114

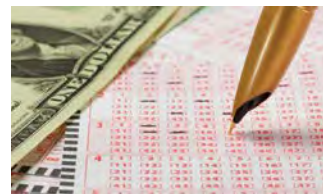
Technology Adoption



Wizards

Key Features

- Luxury homes
- Blue-collar jobs
- School-age children
- Limited investments
- High school educated
- In-store shoppers

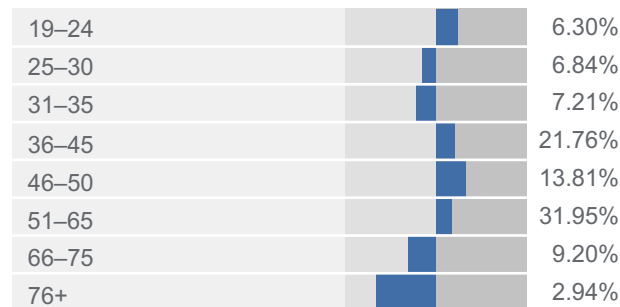


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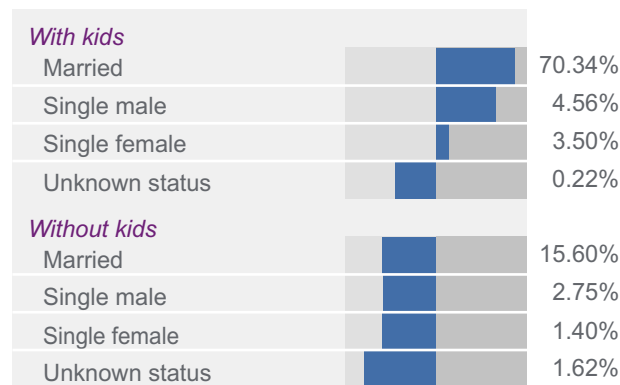
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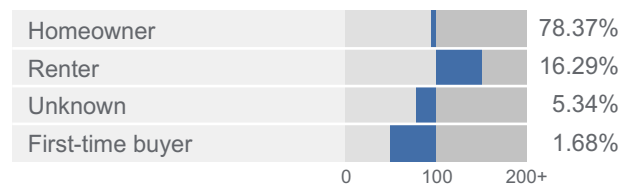
Head of household age



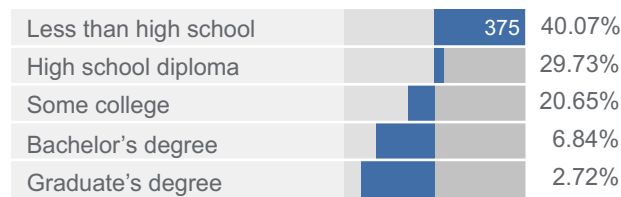
Family structure



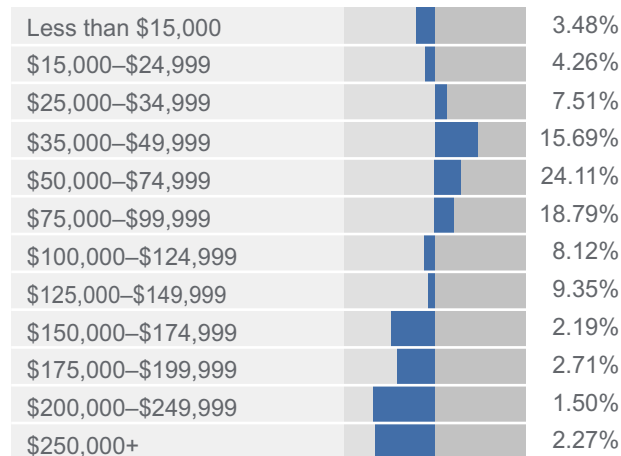
Home ownership



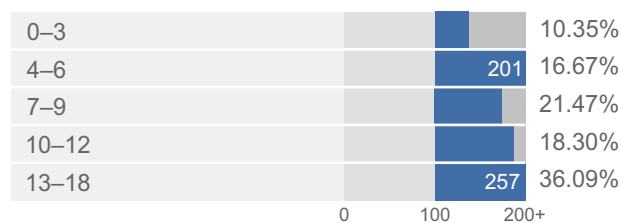
Head of household education



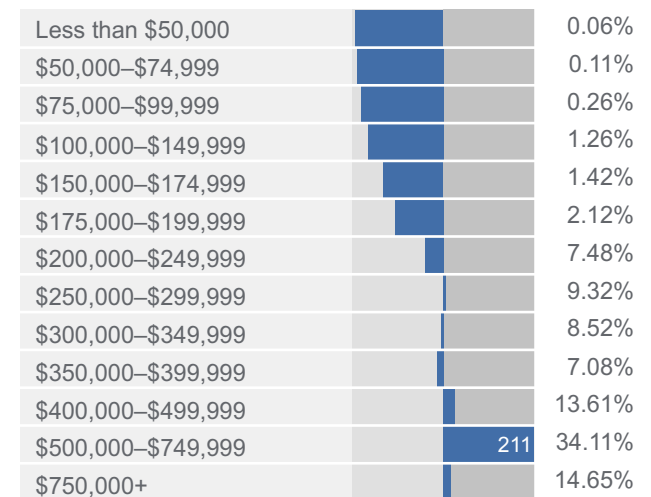
Estimated household income



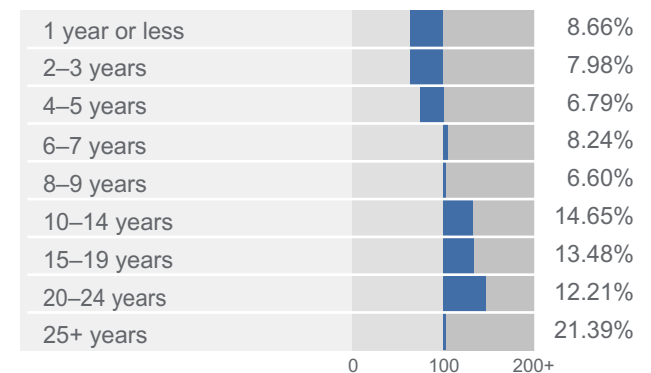
Age of children



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 I32: Steadfast Conventionalists

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How to Market

As a marketer, your approach to Steadfast Conventionalists should be unsurprisingly geared toward family. You have a variety of media outlets at your disposal with this segment who consume all forms of content at or around the national average—including online. The caveat to online is, however, that they are much less likely to convert digitally. Lastly, price and quality in combination (not one or the other) will spur these consumers to open their wallets. They're much more likely to visit an outlet mall for brand name goods at a discount price than to hit the retailers' main stores.

Overview



Steadfast Conventionalists are first-generation Americans living in gateway cities. A majority have roots in places like Mexico, Cuba and Central America. Concentrated in California and Florida, these households mostly contain married couples in their 40s and 50s with school-aged and older children. Their educations are modest, but the multiple earners provide middle-class incomes from a mix of blue-collar and construction jobs. Many can afford to own modest single-family homes, duplexes and condos. In their older, dense neighborhoods, Spanish is more common than English in homes and the mom-and-pop shops they frequent.

Given the long hours they put in at manual-labor jobs, Steadfast Conventionalists value their free time. They like to get out to see a movie or take the family to the aquarium. Despite their tight budgets, Steadfast Conventionalists like to go shopping. They're fashion-forward consumers who appreciate designer labels and new styles. They make a great omni-channel audience and are receptive to learning about brands via social media, mobile display and streaming TV ads. In regards to transportation, Steadfast Conventionalists stick to affordable subcompacts—imported from manufacturers like Honda and Nissan.

In their homes, Spanish culture reigns supreme. They like listening to radio stations that play salsa and Tejano music. They tune in to TV channels that show movies and music videos in Spanish. The older generation is only starting to get into the internet in a big way, thanks to their children. Although these households enjoy both Spanish and American cuisine, they have more Spanish than American friends and they regularly celebrate Hispanic holidays.

For all their cultural traditions, Steadfast Conventionalists still value their American experience and have high expectations for their children. They work hard to advance in their jobs and aspire to greater success at the top of their careers. Politically, they're middle-of-the-roaders who worry about crime, want to keep religion a part of their lives, and promote tolerance and progressive social issues. They mostly align with the Democratic Party, but these voters have a low turnout.