

130

131

132

133

Steadfast Conventionalists

Conventional Gen X families living suburban and city lifestyles



1.48% 1.79% **1.79%**





Key features

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





Who we are

Head of household age



118 | 33.7%

Est. Household \$ income

\$50,000-\$74,999

139 28.2%

Home ownership

Renter

179 23.2%

94 86.8%

Single family

Type of

property



5+ persons

162 17.1%

Age of children

13-18

265 34.1%

Channel preference















Technology adoption



Wizards











130 131

132

133

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1.48% 1.79% **1.79%**

Head of household age

| 19–24 | | 4.55% |
|-------|--|--------|
| 25–30 | | 6.19% |
| 31–35 | | 15.04% |
| 36–45 | | 18.98% |
| 46–50 | | 10.34% |
| 51–65 | | 33.70% |
| 66–75 | | 7.55% |
| 76+ | | 3.66% |
| 76+ | | 3.66% |

Family structure

| With kids Married | | 67.24% |
|-------------------------|--|--------|
| Single male | | 5.23% |
| Single female | | 3.65% |
| Unknown status | | 0.34% |
| Without kids Married | | 16.23% |
| Single male | | 3.34% |
| Single female | | 1.76% |
| Unknown status | | 2.20% |

Home ownership

| Homeowner | 72.03% |
|-----------|--------|
| Renter | 23.19% |
| Unknown | 4.78% |

Education

| Less than high school | 347 | 39.63% |
|-----------------------|-----|--------|
| High school diploma | | 28.58% |
| Some college | | 20.74% |
| Bachelor's degree | | 7.55% |
| Graduate's degree | | 3.50% |

Estimated household income

| Less than \$15,000 | | 3.25% |
|---------------------|--|--------|
| \$15,000-\$24,999 | | 4.52% |
| \$25,000-\$34,999 | | 8.40% |
| \$35,000-\$49,999 | | 16.99% |
| \$50,000-\$74,999 | | 28.20% |
| \$75,000-\$99,999 | | 18.48% |
| \$100,000-\$124,999 | | 7.72% |
| \$125,000-\$149,999 | | 6.65% |
| \$150,000-\$174,999 | | 1.57% |
| \$175,000-\$199,999 | | 1.73% |
| \$200,000-\$249,999 | | 1.19% |
| \$250,000+ | | 1.30% |
| | | |

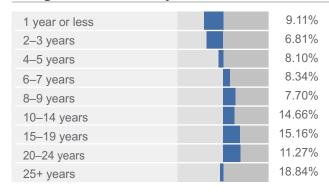
Age of children

| 0–3 | | 10.66% |
|-------|-----|--------|
| 4–6 | | 15.16% |
| 7–9 | | 18.70% |
| 10–12 | | 17.96% |
| 13–18 | 265 | 34.10% |

Estimated current house value

| Less than \$50,000 | | 0.05% |
|---------------------|-----|--------|
| \$50,000-\$74,999 | | 0.31% |
| \$75,000-\$99,999 | | 0.74% |
| \$100,000-\$149,999 | | 4.61% |
| \$150,000-\$174,999 | | 5.34% |
| \$175,000-\$199,999 | | 6.02% |
| \$200,000-\$249,999 | | 12.34% |
| \$250,000-\$299,999 | | 10.13% |
| \$300,000-\$349,999 | | 8.82% |
| \$350,000-\$399,999 | | 9.20% |
| \$400,000-\$499,999 | 219 | 17.92% |
| \$500,000-\$749,999 | 221 | 21.07% |
| \$750,000+ | | 3.47% |
| | | |

Length of residency







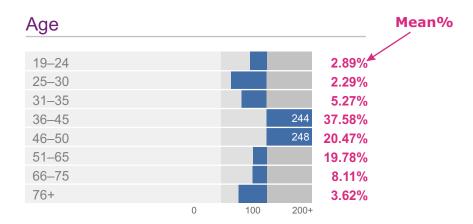
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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

Understanding Means and Index

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

For example, consider the Age composition of Group D:



This shows that:

2.89% of Group D are aged 19-24

2.29% of Group D are aged 25-30

5.27% of Group D are aged 31–35

37.58% of Group D are aged 36-45

20.47% of Group D are aged 46–50

19.78% of Group D are aged 51-65

8.11% of Group D are aged 66–75

3.62% of Group D are aged 76+

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

An Index of 100 is the average.

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

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



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