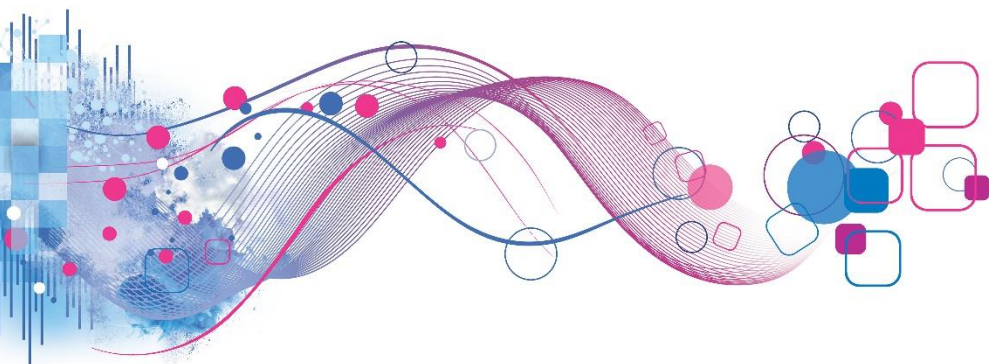




Mosaic[®] USA

Type H26 Description



Type H26: Progressive Assortment

Mature couples with comfortable and active lives in established suburbs



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 third 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 Sears and Kmart. 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, though only sixty percent are registered to vote. 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.

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