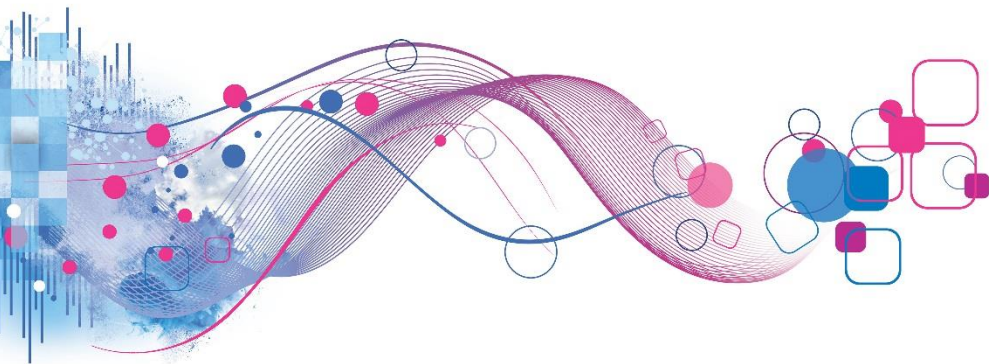




Mosaic[®] USA

Type I32 Description



Type I32: Steadfast Conventionalists

Conventional Gen X families living suburban and city lifestyles



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 Mitsubishi 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.

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