

I33 Balance and Harmony

Established families living lively lifestyles in city neighborhoods

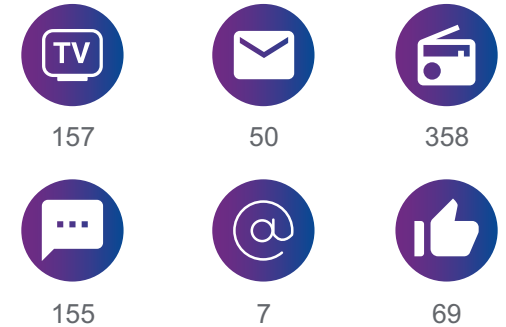
🏠 1.45% | 1.51% 👤



Who We Are

Head of household age 36–45 247 44.8%	Type of property Single family 111 98.3%
Est. Household income \$50,000–\$74,999 142 26.4%	Household size 2 persons 132 34.5%
Home ownership Homeowner 109 89.5%	Age of children 13–18 355 50.0%

Channel Preference



Technology Adoption



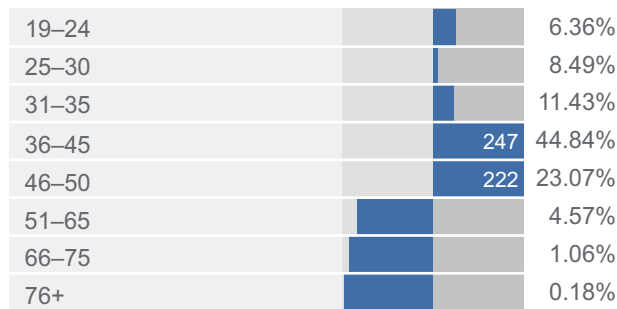
Wizards

Key Features

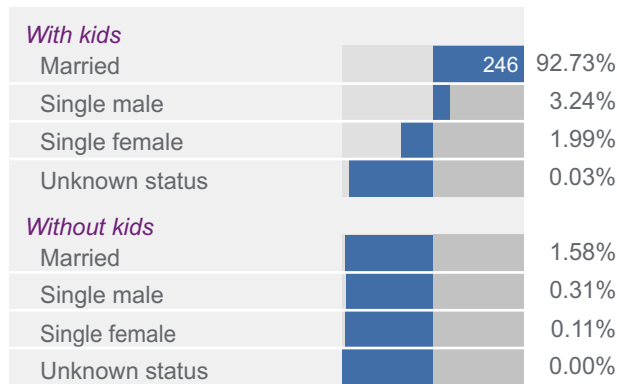
- Bilingual households
- Roots abroad
- Blue-collar income
- Married with kids
- Soccer fans
- Financially curious



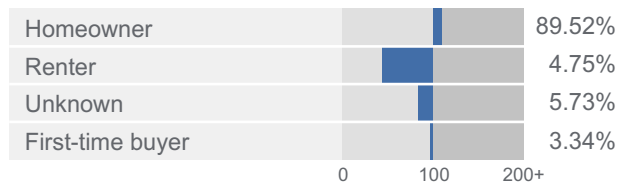
Head of household age



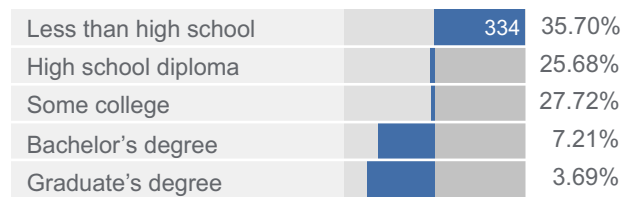
Family structure



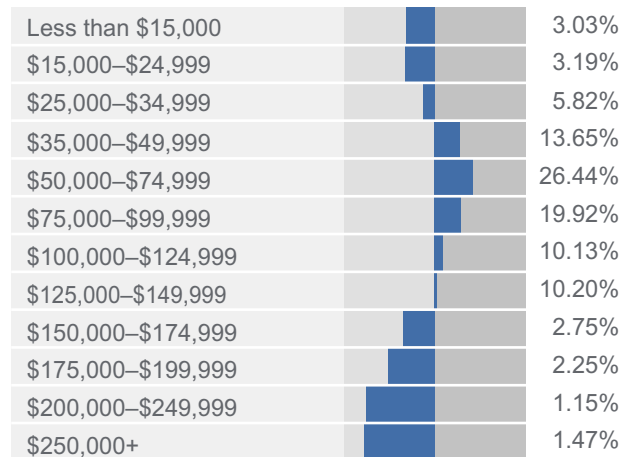
Home ownership



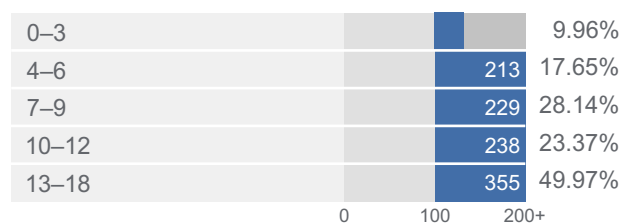
Head of household education



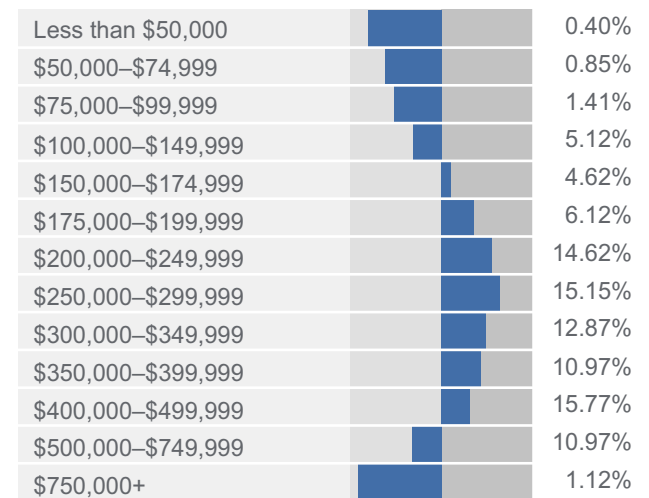
Estimated household income



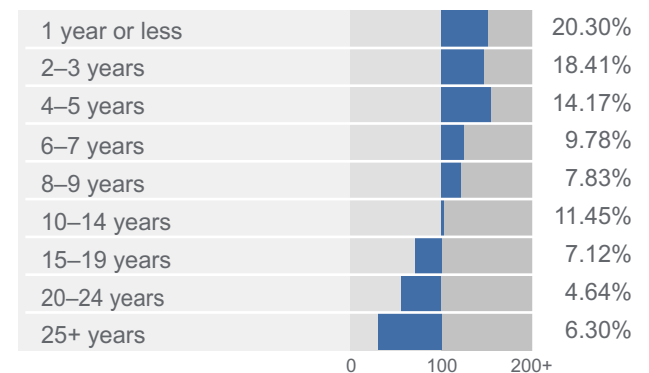
Age of children



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 I33: Balance and Harmony

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How to Market

As a marketer, your approach to Balance and Harmony 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



The Gen X families in Balance and Harmony have done well in their adopted homelands. Many of the adults are in their 30s and 40s who've only recently moved to mid-sized cities in Texas and California. Most are married and raising school-aged children in their single-family homes or rental houses. Despite their mixed educations—over one third have less than a high-school education, while some attended college—they earn decent incomes from blue-collar jobs. In their neighborhoods known for high mobility rates, Spanish is the language of choice at home and in the marketplace.

Balance and Harmony lead relatively active, family-centered lifestyles, playing team sports like soccer and baseball. The adults in these city neighborhoods like the nearby nightlife and go to see movies and dance performances.

As consumers, Balance and Harmony make an attractive market for clothing and cosmetics retailers. They're price-sensitive shoppers who look for affordable fashion items at stores like Kohls and Family Dollar, but they'll also spring for fancier items at mom-and-pop boutiques. Many in this segment are aspirational consumers who are in pursuit of novelty and change—as long as they can afford it. While they dream of owning luxury cars, for now they drive utilitarian pickups that can double as work vehicles for their blue-collar jobs. Visiting theme parks is a favorite family past-time.

Balance and Harmony are generally happy with all that they've achieved and are optimistic that they'll continue to do better. These aren't active community members who join business and civic groups. They have lower levels of political involvement with almost half Democrat and the rest are unlikely to vote. Financially, they own little investments beyond a savings or checking account. When it comes to gaming, they are less likely to buy lottery tickets than the average American, but tend to play video games up to twice as often.

Balance and Harmony are great media consumers. Their interest in most traditional American media—newspapers, TV and magazines—is lower than average. But their tendencies to be interested in digital advertising is high—they are receptive to learning about products and services via mobile and online display, online video and while streaming TV. They look to the internet as a cheap way to stay in touch with friends and family. Balance and Harmony like learning about popular culture and products that will help them feel assimilated. They like to shop as a family—and learn what's popular from their kids.