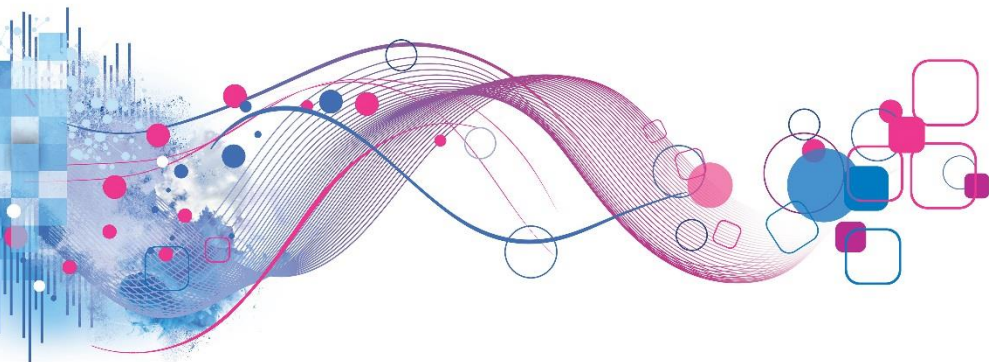




# Mosaic<sup>®</sup> USA

Type I33 Description

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## Type I33: Balance and Harmony

Established families living lively lifestyles in city neighborhoods



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—many 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 Sears 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 low levels of political involvement and 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.

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