

B08

Babies and Bliss

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Middle-aged couples with large families and active lives in affluent suburbia.



- Haven for large families
- Live in new suburban subdivisions
- Dual earners working professional and technical jobs
- Above average discretionary spend
- Neighborhood built in the 90s

- Home renovation and new home buying
- Visit theme parks, zoos, aquariums and museums
- Participate in team sports like basketball & baseball
- Like to go camping, fishing, ice skating
- Vacation by car to beaches for swimming

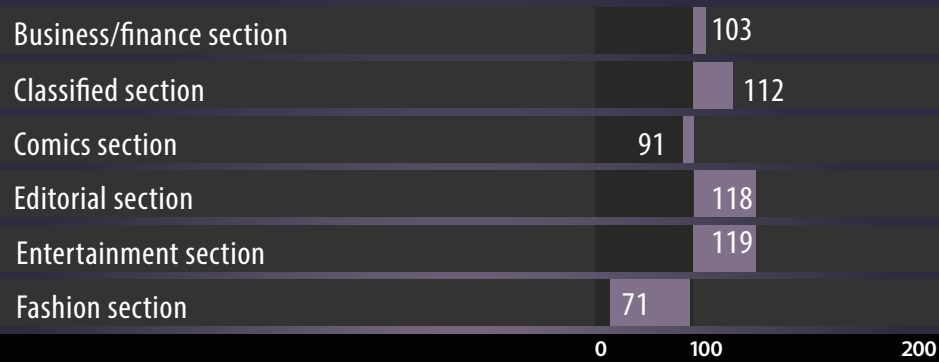


Household Income
\$100k - \$125k

Head of Household Age
36-45

Household Size
5+ Persons

Newspapers



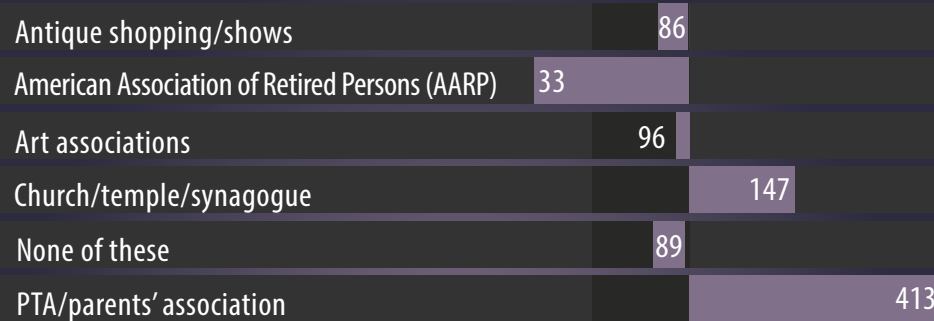
General Attitudes and Opinions



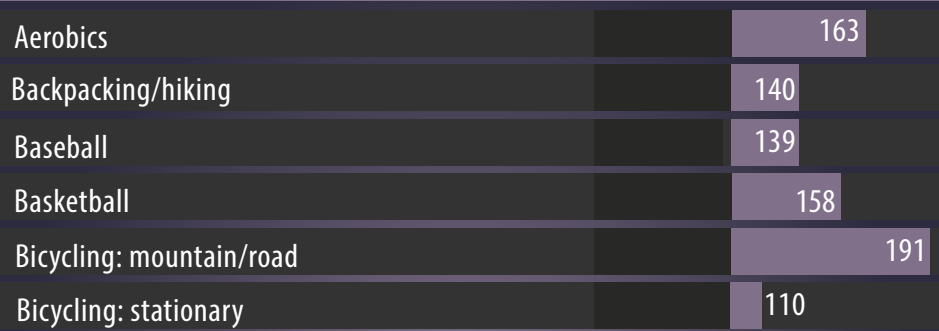
Sports Watched (TV)



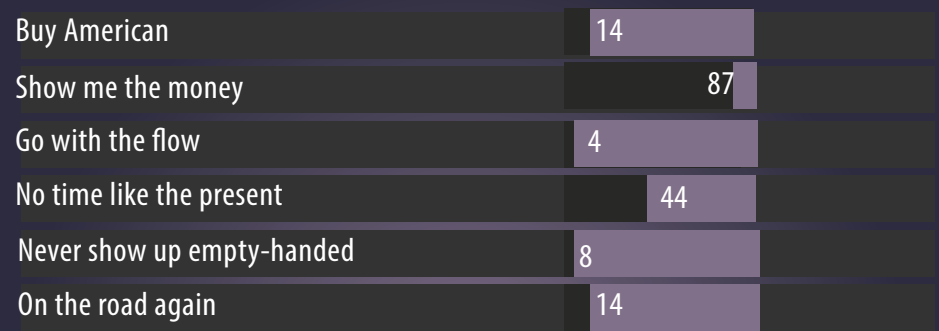
Leisure Activities / Hobbies



Sports Played: Last 12 Months



TrueTouchSM



Technical Occupation Streaming Internet
 Watch and Record TV Athletic Activities Married with kids
529 college savings plan
 Precence of a child 10-12 High credit awareness

