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Flourishing Families

# Flourishing Families

Affluent, middle-aged families earning prosperous incomes and living very comfortable, active lifestyles



- Over two thirds of households consist of married couples with children
- Occupations in management, law, education, administration or science
- Households contain dual earners, resulting in six-figure income
- Leisure activities revolve around family-friendly fun
- Take their families on warm-weather vacations

- Willing to spend their money on their children
- Prime market for toys, sporting goods and digital games
- Receptive to online ads and willing to click on email ads
- Prefer to shop through catalogs and websites
- News-gathering takes place on the Internet



Channel Preference

**TV**Household Income  
**\$125k - \$149k**Head of Household Age  
**36-45**Household Size  
**5+ Persons**

## Newspaper Sections

Business/finance section	127
USA Today: daily	104
Home/furnishings/gardening section	104
Reality shows viewed	101
The New York Times: Sunday	100
Food/cooking section	99

## Internet Usage

Visited livingsocial.com in the last 30 days	231
Visitedgroupon.com in the last 30 days	190
Visitedlinkedin.com in the last 30 days	190
Visitedexpedia.com in the last 30 days	173
Visitedusatoday.com in the last 30 days	165
Visitedangieslist.com in the last 30 days	160

## Sports Watched (TV)

Skiing	115
MLB post season: watch frequently	109
Major League Soccer (MLS)	109
NFL regular season: watch frequently	106
Summer Olympics: watch frequently	105
Volleyball	104

## Leisure Activities / Hobbies

PTA/parents' association	271
Reading electronic devices: tablets eg. Amazon Fire	168
Photography	133
Education courses	133
Reading electronic devices: cell phone/smartphone	131
Reading electronic devices: NOOK	131

## Sports & Fitness Participation

Bicycling: mountain/road	150
Motorcycling	148
Aerobics	142
Yoga	142
Downhill/cross-country skiing	138
Bowling	134

## TrueTouch<sup>SM</sup>

It's all in the name	91
Show me the money	82
Work hard, play hard	55
No time like the present	51
On the road again	50
Never show up empty-handed	39

Bachelor's degree **Technical Occupation**Online ad receptive **PTA** **Married with kids**News-gathering takes place on the Internet **Looking for new vehicle**529 College Savings Plan **Spend their money on children**