



Booming with Confidence

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Prosperous, established couples in their peak earning years living in suburban homes.



- Married couples in their peak earning years
- Dual incomes and few children
- Fashionable homes on small, manicured yards
- Retreated to quiet and desirable neighborhoods
- Lived at the same address for more than 15 years

- Read daily newspapers from cover to cover
- Read ads in print media and messages in movie theaters.
- Great catalog, newspaper and magazine audience
- Tech: Available for TV, email and online advertising
- in the market for cars, clothes, electronics and toys



Channel Preference

TV

Household Income
\$100k - \$125k

Head of Household Age
51 - 65

Household Size
4 Persons

Newspaper Sections

Business/finance section	178
Editorial section	153
Food/cooking section	140
Home/furnishings/gardening section	137
Front page section	134
General news section	129

Internet Usage

Visited expedia.com in the last 30 days	193
Visited realtor.com in the last 30 days	146
Visited linkedin.com in the last 30 days	145
Visited foxnews.com in the last 30 days	134
Visited tmz.com in the last 30 days	131
Visited msn.com in the last 30 days	127

Sports Watched (TV)

IndyCar series	145
MLB post season: watch frequently	142
College football post season: watch frequently	140
College football regular season: watch frequently	136
MLB regular season: watch frequently	134
NFL post season: watch frequently	129

Leisure Activities / Hobbies

American Association of Retired Persons (AARP)	166
Art associations	166
Needlework/quilting	143
Gardening	133
Tailgating	130
Reading electronic devices: Amazon Kindle	125

Sports & Fitness Participation

Golf	160
Use cardio machine	136
Bicycling: mountain/road	133
Bicycling: stationary	125
Yoga	124
Downhill/cross-country skiing	119

TrueTouchSM

On the road again	140
Buy American	120
Look at me now	105
Show me the money	45
Stop and smell the roses	43
Work hard, play hard	29

Resident 20-24 years

Own Keogh /SEPP IRA / Pension

Read newspapers cover to cover

Mild Republicans

Tech adoption apprentices

Graduate Degree

High income

Home value \$750,000+

Married no kids

