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Suburban Style

# Suburban Style

Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes.



- Middle-aged couples and families enjoying upscale lifestyles
- Coping with growing families and mid-level careers
- Live in middle-ring suburbs known for quiet streets and commutes
- Have slightly above-average educations
- Leisure lifestyles watching college football and pro basketball

- These busy families make great media audiences
- Great audience for email advertising that resonates
- Traditional media: parenting, health and entertainment
- Respond to loyalty programs, BOGO promos and coupons
- Not easily convertible unless you flaunt your brand



Channel Preference

TV

Household Income  
\$100k - \$125k

Head of Household Age  
46-50

Household Size  
5+ Persons

## Newspaper Sections

The Wall Street Journal: daily	120
The Wall Street Journal: Sunday	113
The New York Times: daily	112
The New York Times: Sunday	100
Reality shows viewed	98
General news section	91

## Internet Usage

Visited autotrader.com in the last 30 days	161
Visited ticketmaster.com in the last 30 days	139
Visitedgroupon.com in the last 30 days	138
Visited cheaptickets.com in the last 30 days	131
Visited kelleybluebook.com/kbb.com in last 30 days	130
Visited job search websites in the last 30 days	129

## Sports Watched (TV)

College football post season: watch frequently	226
Track and field	215
College football regular season: watch frequently	206
MLB post season: watch frequently	196
Bowling	185
MLB regular season: watch frequently	158

## Leisure Activities / Hobbies

PTA/parents' association	254
Union	125
Listening to audio books	124
Gardening	123
Church/temple/synagogue	122
Education courses	120

## Sports & Fitness Participation

College football	150
Pro basketball	132
Pro football	131
Pro baseball	127
Aerobics	122
Fresh-water fishing	121

## TrueTouch<sup>SM</sup>

Online Bid Sites	192
Online Discount	184
E-tailer	181
Brick Mortar Store	143
Online Mid High End	118

Child-centered lifestyles

**Democrats**

529 college savings plan

Home value \$100,000-\$125,000

College football

Sports-crazy

**PTA / parents' association**

Children 10-12 years