



Suburban Style

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



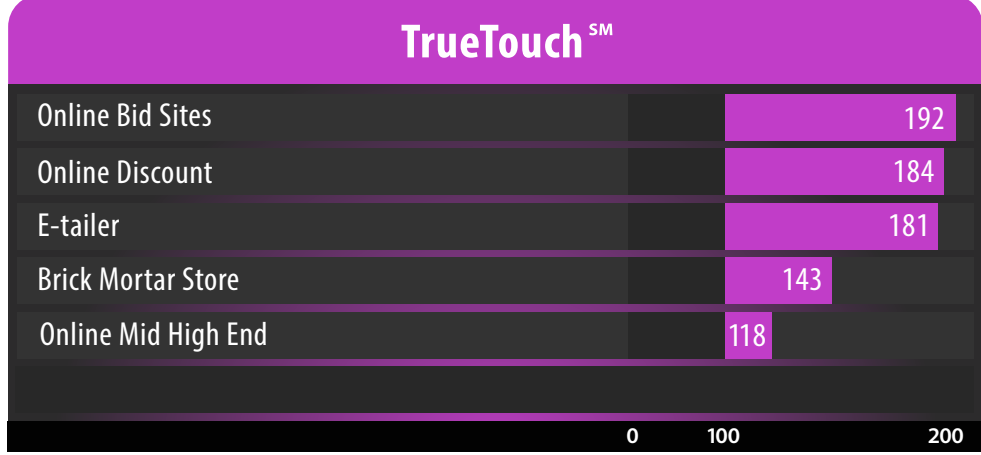
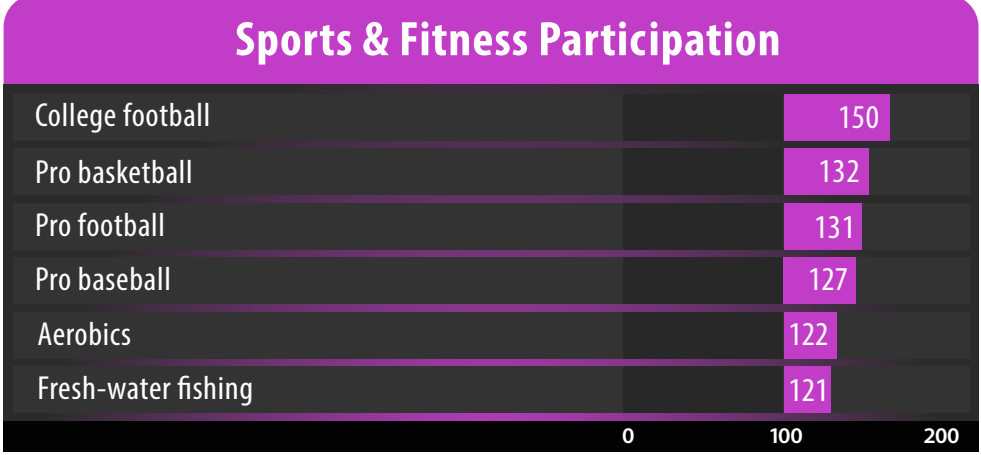
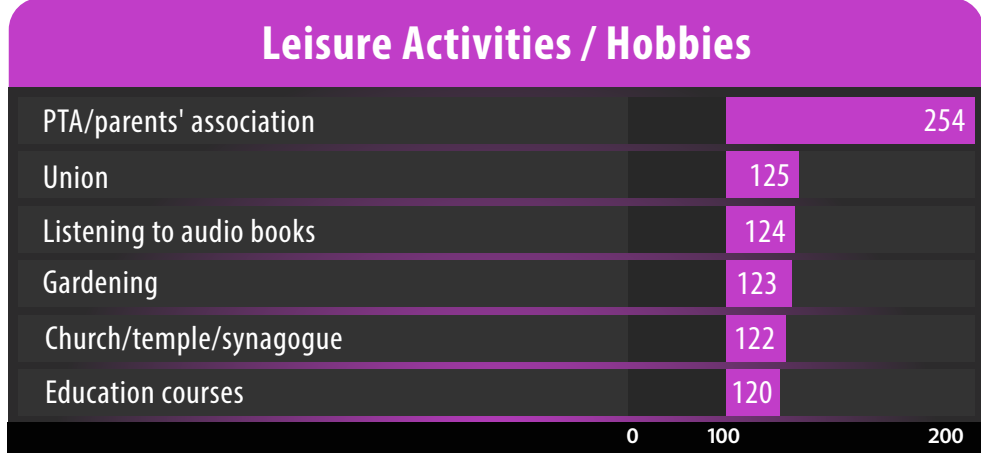
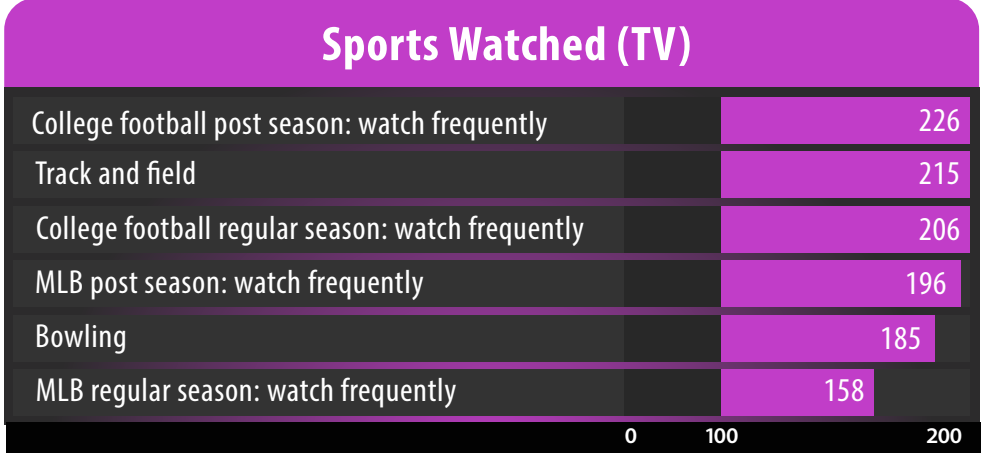
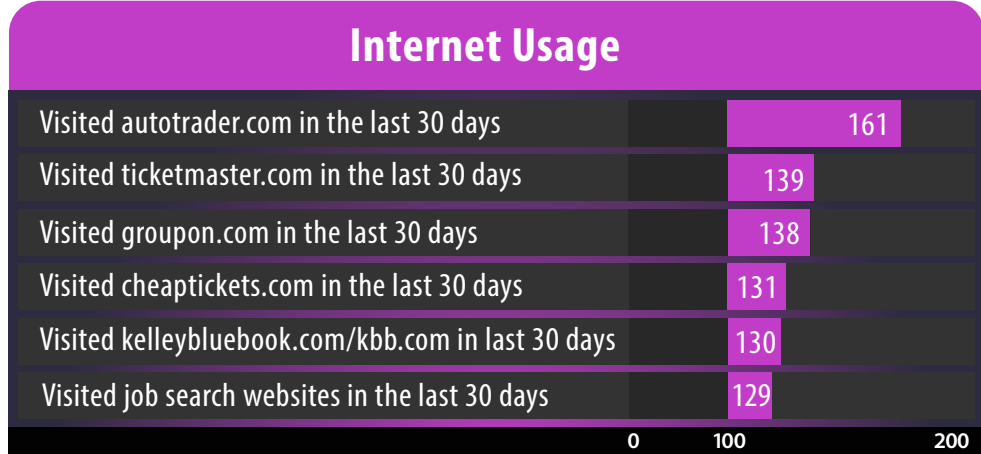
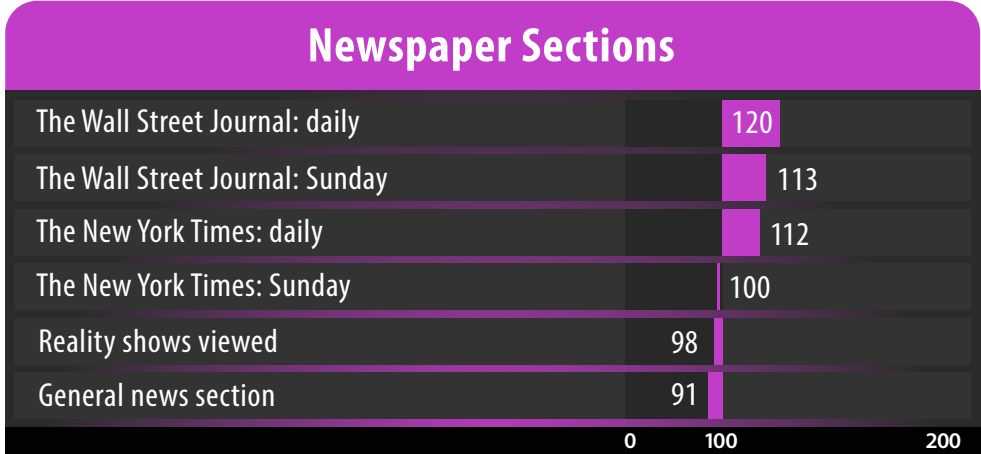
- Middle-aged couples and families enjoying upscale lifestyles
- Coping with growing families and mid-level careers
- Live in middle-ring suburbs known for quiet streets and commutes
- Have slightly above-average educations
- Leisure lifestyles watching college football and pro basketball
- These busy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



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

