

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



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	
	0 100 200	

Internet Usage				
Visited autotrader.com in the last 30 days			161	
Visited ticketmaster.com in the last 30 days		139		
Visited groupon.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		
	0 1	100	20	0

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
	0	100	200

Leisure Activities / Hobbies			
PTA/parents' association			254
Union		125	
Listening to audio books		124	
Gardening		123	
Church/temple/synagogue		122	
Education courses		120	
	0 1	00	200

Sports & Fitness Participation			
College football		150	
Pro basketball		132	
Pro football		131	
Pro baseball		127	
Aerobics		122	
Fresh-water fishing		121	
	0 1	100 200	

TrueTouch⁵™		
Online Bid Sites		192
Online Discount		184
E-tailer		181
Brick Mortar Store	1	43
Online Mid High End	118	
	0 100	200

Child-centered lifestyles

Democrats

College football

Sports-crazy

529 college savings plan

PTA / parents' association

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

Children 10-12 years





