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Thriving Boomers

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Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in city & suburban homes.



- Empty-nesting couples in their 50s and 60s
- Fully-retired or are contemplating their retirement
- Content to live in their mixed-age neighborhoods
- White-collar jobs in public administration, law, education and sales
- Practical shoppers who rarely buy products to make a statement
- Media consumers: both traditional and new media
- Newspapers: travel, science, movie and editorial sections
- Target with travel, home services and entertainment
- Fond of TV news, documentaries, history and dramas
- Below-average rates for owning smartphones



Channel Preference

TVHousehold Income
\$75k - \$99kHead of Household Age
51-65Household Size
3 Persons

Newspaper Sections

Editorial section	109
Front page section	107
Entertainment section	107
Business/finance section	103
Food/cooking section	100
General news section	100

Internet Usage

Visited autotrader.com in the last 30 days	151
Visited craigslist.org in the last 30 days	128
Visited hgtv.com in the last 30 days	119
Visited ebay.com in the last 30 days	118
Prepare tax online	116
Visited espn.com in the last 30 days	115

Sports Watched (TV)

NASCAR racing: watch frequently	177
MLB regular season: watch frequently	128
Fishing	127
Rodeo	123
Volleyball	121
Winter Olympics: watch frequently	119

Leisure Activities / Hobbies

Bird watching	145
Education courses	135
Art associations	133
American Association of Retired Persons (AARP)	132
Reading electronic devices: Kindle	128
Antique shopping/shows	123

Sports & Fitness Participation

Horseback riding	146
Bicycling: mountain/road	132
Power boating	131
Backpacking/hiking	123
Downhill/cross-country skiing	116
Motorcycling	114

TrueTouchSM

On the road again	162
Buy American	145
Look at me now	110
Show me the money	72
No time like the present	56
Stop and smell the roses	51

Top readers of newspapers

Average income with long term savings

Super Democrats**High discretionary spend**

Political charities

Own stock options

Social connectors