



Promising Families

Young couples with children in starter homes living child-centered lifestyles.



- Generation Yers who've married and started families
- Live in small homes in affordable new subdivisions
- Dual income entry-level professional workforce
- Computer in the family room and a trampoline in the backyard
- Homes are modern ranches, bungalows and split-foyer houses

- Selective interest in media
- Have given up on subscribing to newspapers
- Magazines: parenting, entertainment and news
- Life revolves around young and active families
- Children participate in almost all youth sports



Household Income
\$75k - \$99k

Head of Household Age
31-35

Household Size
2 Persons

Newspaper Sections

USA Today: daily	131
Reality shows viewed	109
The Wall Street Journal: daily	92
The Wall Street Journal: Sunday	86
Front page section	72
The New York Times: daily	69

Internet Usage

Visited angleslist.com in the last 30 days	371
Visited twitter.com in the last 30 days	195
Prepare tax online	175
Visited coupons.com in the last 30 days	171
Visited linkedin.com in the last 30 days	166
Visited huffingtonpost.com in the last 30 days	165

Sports Watched (TV)

Summer Olympics: watch frequently	150
Track and field	146
Winter Olympics: watch frequently	141
Volleyball	138
Major League Soccer (MLS)	138
NFL regular season: watch frequently	123

Leisure Activities / Hobbies

Reading electronic devices: tablets eg. Amazon Fire	185
Listening to audio books	174
PTA/parents' association	161
Reading electronic devices: cell phone/smartphone	158
Education courses	149
Board games	148

Sports & Fitness Participation

Swimming	163
Bowling	162
Soccer	157
Tennis	157
Camping trips (overnight)	156
Jogging/running	153

TrueTouchSM

It's all in the name	105
A penny saved, a penny earned	103
No time like the present	88
Show me the money	86
Work hard, play hard	67
Never show up empty-handed	58

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