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Middle Class Melting Pot

Middle-class Melting Pot

Middle-aged, established couples living in suburban and urban homes.



- Married, middle-aged consumers without children
- Lived at their current address for fewer than five years
- Settled in older modest houses built between 1950 and 1990
- High school diplomas and some college classes
- Have skilled blue-collar, sales and service-sector jobs

- Strong media fans that enjoy learning about brands
- Middling fans of newspapers, turning first to the news
- Prolific in online shopping and look for discounts
- Verticals of interest: retail, travel and entertainment
- Shop online bid sites and coupon sites



Channel Preference

TV

Household Income
\$50k - \$75k

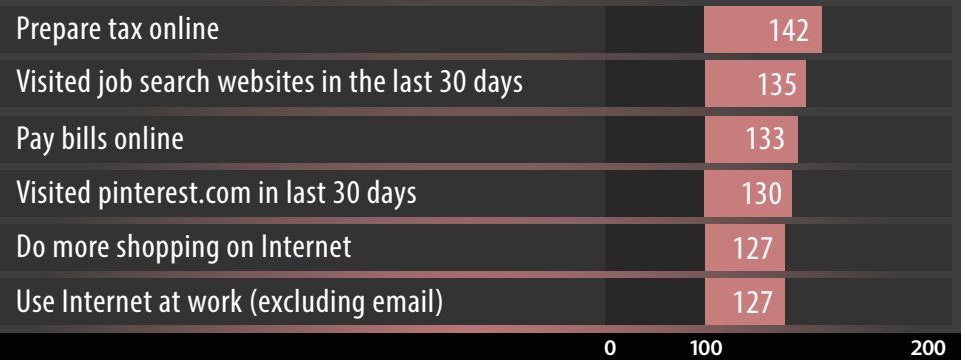
Head of Household Age
46-50

Household Size
2 Persons

Newspaper Sections



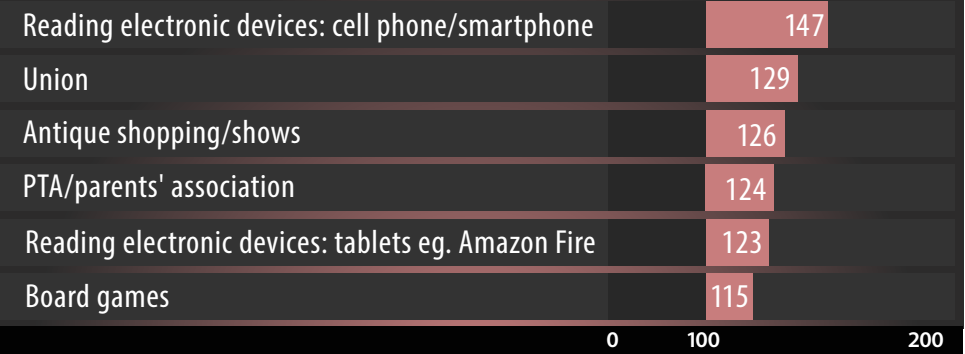
Internet Usage



Sports Watched (TV)



Leisure Activities / Hobbies



Sports & Fitness Participation



TrueTouchSM



Bilingual English

Sent money to person outside U.S.

Soccer

Buy things that friends would approve of

Buy big ticket item in next 30 days

Music magazines

On the fence Liberals

Home value \$250-\$300k

First-generation American

TV ads

Aged parent in household