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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

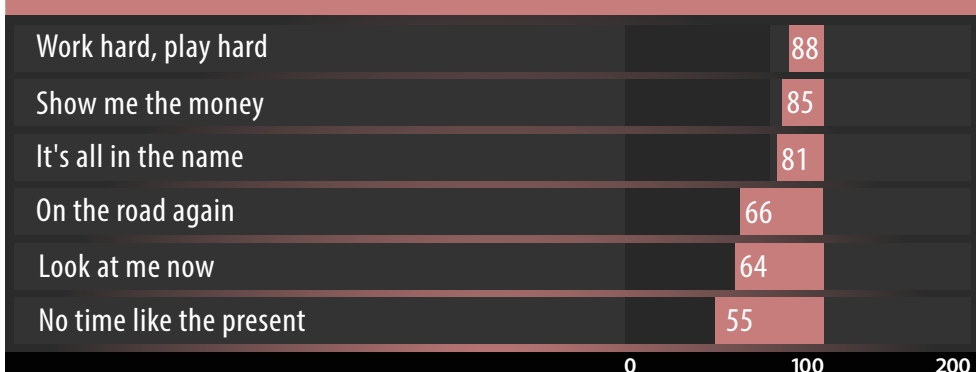


Household Income  
**\$50k - \$75k**

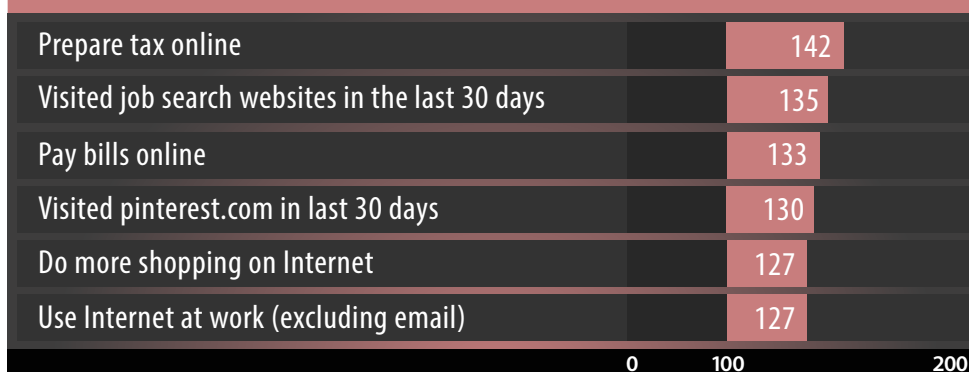
Head of Household Age  
**46-50**

Household Size  
**2 Persons**

### Newspaper Sections



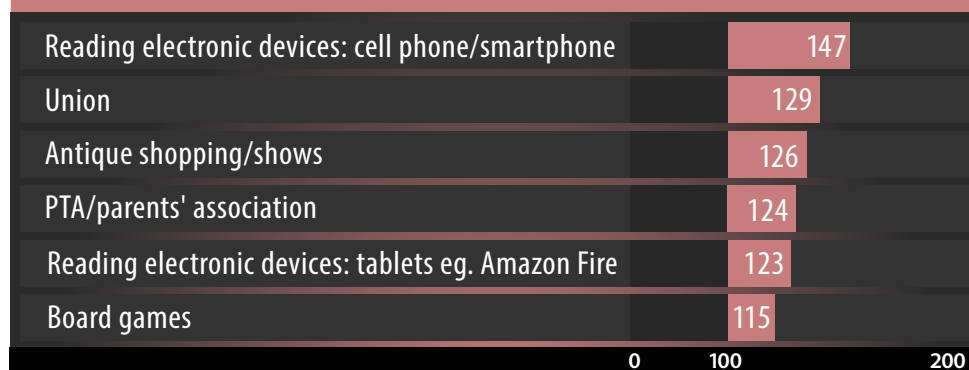
### Internet Usage



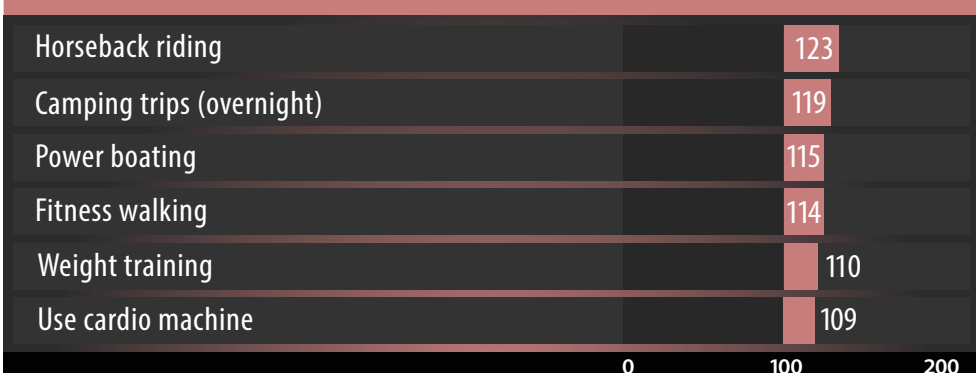
### Sports Watched (TV)



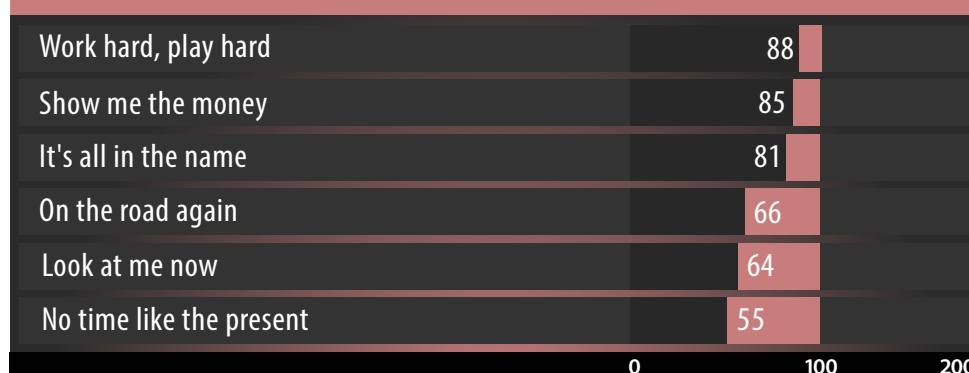
### Leisure Activities / Hobbies



### Sports & Fitness Participation



### TrueTouch<sup>SM</sup>



**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

