



Family Union

# Family Union

Middle income and middle-aged families living in homes supported by solid blue-collar occupations.



- Households contain older parents and their children
- Live in multi-ethnic and multi-lingual neighborhoods
- Cook traditional food and decorate homes to remind them of homeland
- Own trucks, boats, motorcycles and recreational vehicles
- 25% of households have not finished high school
- Many of the Hispanic families speak Spanish
- Thrive on traditional media: Especially newspapers
- Respond to marketing geared toward family
- Much less likely to convert digitally
- Price and quality will spur consumer spending



Channel Preference

**ONLINE**

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

Head of Household Age  
**36-45**

Household Size  
**5+ Persons**

## Newspaper Sections

The New York Times: Sunday	119
The New York Times: daily	117
Fashion section	114
Classified section	111
The Wall Street Journal: Sunday	100
The Wall Street Journal: daily	99

## Internet Usage

Visited hgtv.com in the last 30 days	133
Visited cheaptickets.com in the last 30 days	129
Visited nbcnews.com in the last 30 days	127
Visited msn.com in the last 30 days	112
Visited pandora.com in the last 30 days	111
Visited autotrader.com in the last 30 days	108

## Sports Watched (TV)

NASCAR racing: watch frequently	107
NBA regular season: watch frequently	97
Fishing	93
IndyCar series	93
MLB regular season: watch frequently	92
NBA post season: watch frequently	91

## Leisure Activities / Hobbies

Union	139
Reading electronic devices: computer	121
Listening to audio books	118
Art associations	111
PTA/parents' association	105
Reading electronic devices: NOOK	105

## Sports & Fitness Participation

Horseback riding	125
Soccer	124
Baseball	123
Football	122
Bicycling: mountain/road	119
Basketball	114

## TrueTouch<sup>SM</sup>

It's all in the name	143
Work hard, play hard	122
Show me the money	114
Look at me now	109
Never show up empty-handed	104
Buy American	97

**Bilingual** House value \$100,000-\$149,000

5+ people in household Resident 15-19 years **Blue collar occupation**

Send money to non-US person(s) Trucks, boats, motorcycles and recreational vehicles

**Modest income** Thrive on traditional media: Especially newspapers

