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Autumn Years

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Established and mature couples living gratified lifestyles in older homes.



- Party Affiliation: Republican
- Rely on Newspapers to Keep Informed
- Watch: "How To" and News Documentaries on Television
- Belong to Environmental Organizations
- Donates to Charities: Environmental, Political, Health & Arts/Culture
- Novices for Technology Adoption
- Attend Live Theater
- No Children in the Household
- Own IRA, Money Market, Mutual Funds and Annuities
- Internet Activity: Below Average



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

Head of Household Age  
**66-75**

Household Size  
**2 Persons**

## Newspaper Sections

Home / furnishings / gardening section	154
Comics section	149
Editorial section	134
Comic section	130
Front page section	121
Food / cooking section	115

## Internet Usage

Visited consumerreports.org in the last 30 days	130
Visited kelleybluebook.com/kbb.com in last 30 days	100
Visited foxnews.com in the last 30 days	93
Subscribe to Internet service	91
Use Internet at home (excluding email)	84
Visited youtube.com in the last 30 days	84

## Sports Watched (TV)

Bowling	146
Skiing	128
College football regular season: watch frequently	127
NASCAR racing: watch frequently	118
College baseball	117
Rodeo	114

## Leisure Activities / Hobbies

American Association of Retired Persons (AARP)	174
Needlework/quilting	161
Bird watching	141
Church/temple/synagogue	131
Reading electronic devices: Kindle	120
Gardening	115

## Sports & Fitness Participation

Camping trips (overnight)	101
Fresh-water fishing	99
Horseback riding	97
Fitness walking	92
Use cardio machine	90
Aerobics	90

## TrueTouch<sup>SM</sup>

Buy American	249
Look at me now	201
On the road again	169
Stop and smell the roses	102
Go with the flow	67
Show me the money	62

Mail receptive  
**Read newspapers cover to cover**  
**Retired**  
**Ultra Conservatives**

Resident 25+ years  
 Rural non-city style  
 House built 1960-1969  
**Newspapers: home/ gardening section**  
 Tech adopters: novices

