



# Blue Sky Boomers

Lower and middle-class baby boomer-aged households living in small towns.



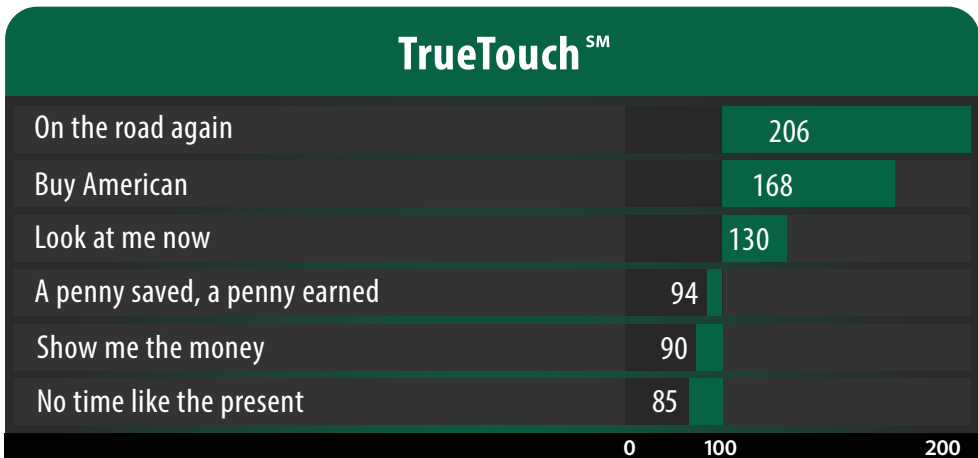
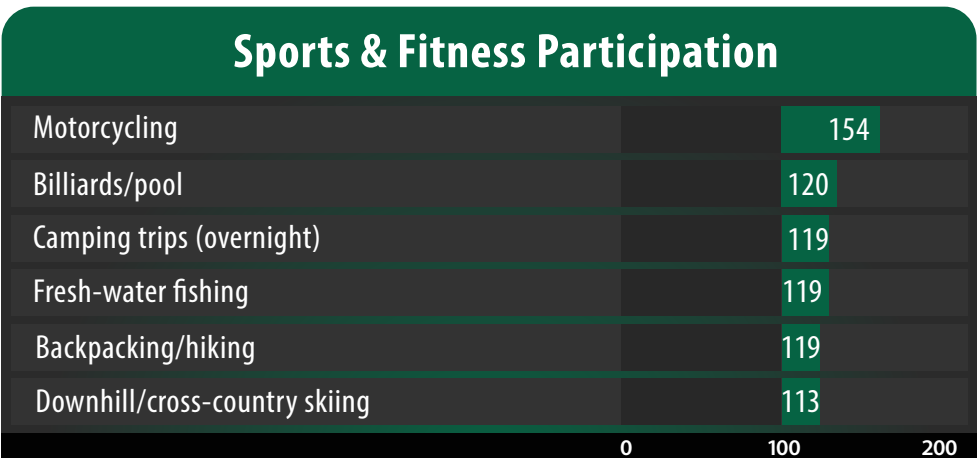
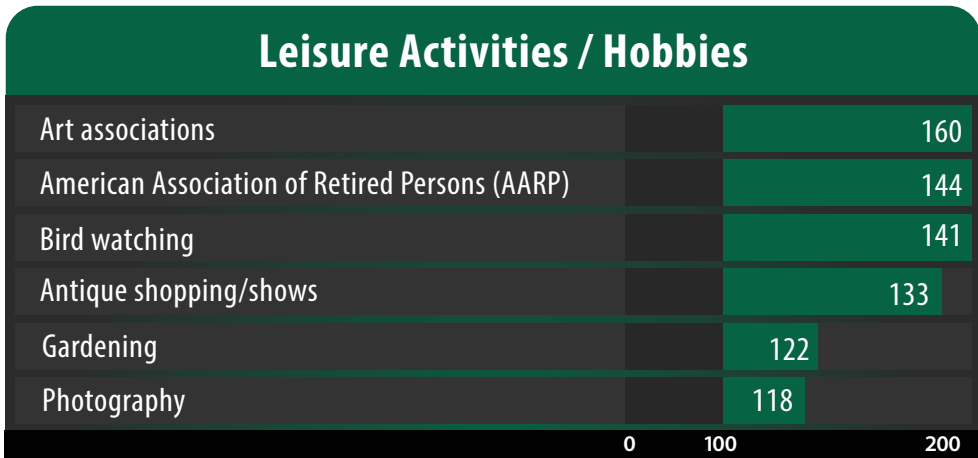
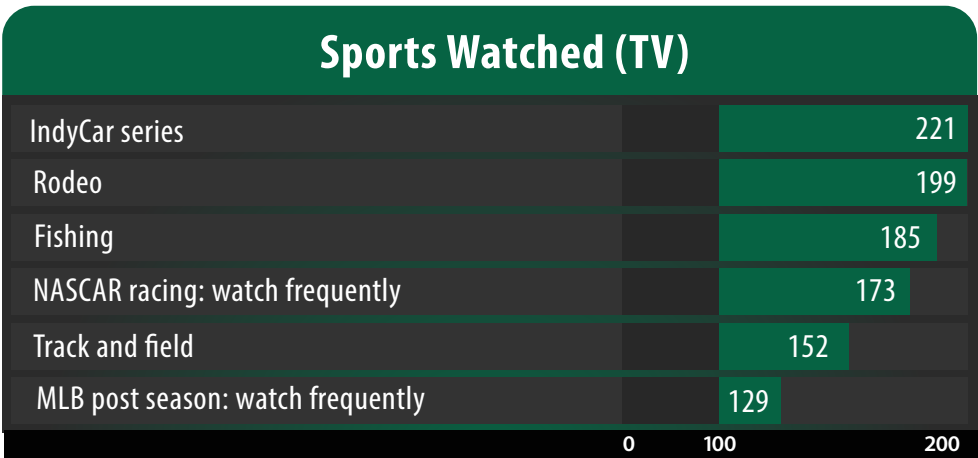
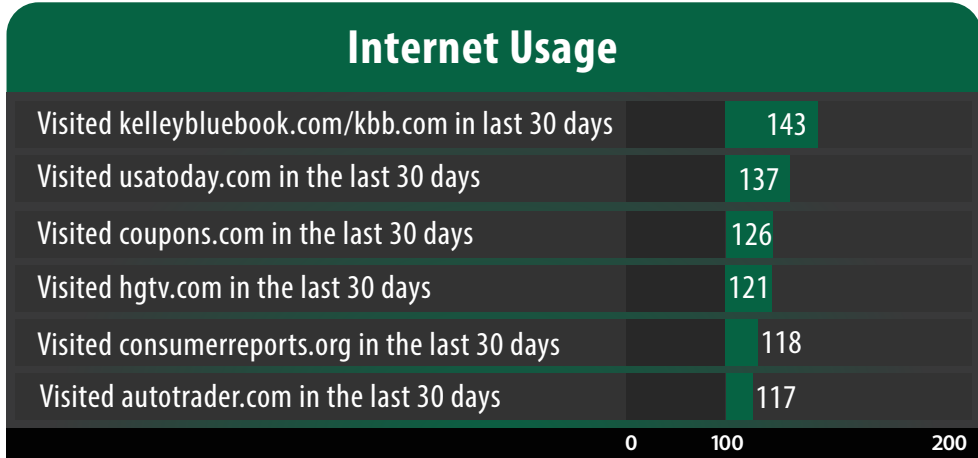
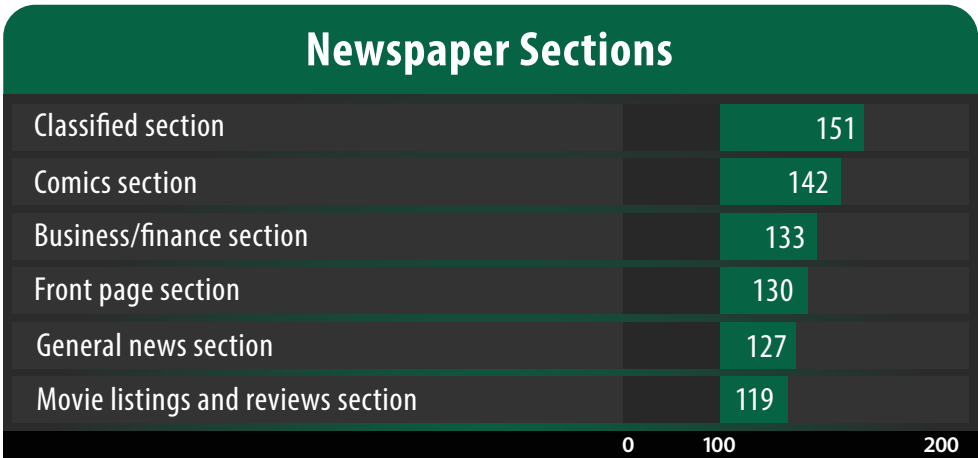
- Older, empty-nesting couples and singles
- High-school educations and working-class sensibilities
- Work in blue-collar jobs, supporting a resort economy
- Have the discretionary cash to purchase campers and pickup trucks
- These year-round locals have lived at the same address for over a decade
- Conservative shopping segment
- Traditional media still reigns supreme
- Subscribe to newspaper and read it cover to cover
- Appreciates coupons in the Sunday paper
- Incentive driven with deals and coupons



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

Head of Household Age  
**51-65**

Household Size  
**2 Persons**



# Nascar

# Married with no kids

Rural non-city style

High school diploma

Conservative Democrats

Home value \$75,000-\$99,000

Outdoors **Small pickup**

**Read newspaper cover to cover**

