



# 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

Channel Preference  
**MAIL**

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

Head of Household Age  
**51-65**

Household Size  
**2 Persons**

### Newspaper Sections

Classified section	151
Comics section	142
Business/finance section	133
Front page section	130
General news section	127
Movie listings and reviews section	119

### Internet Usage

Visited kellybluebook.com/kbb.com in last 30 days	143
Visited usatoday.com in the last 30 days	137
Visited coupons.com in the last 30 days	126
Visited hgtv.com in the last 30 days	121
Visited consumerreports.org in the last 30 days	118
Visited autotrader.com in the last 30 days	117

### Sports Watched (TV)

IndyCar series	221
Rodeo	199
Fishing	185
NASCAR racing: watch frequently	173
Track and field	152
MLB post season: watch frequently	129

### Leisure Activities / Hobbies

Art associations	160
American Association of Retired Persons (AARP)	144
Bird watching	141
Antique shopping/shows	133
Gardening	122
Photography	118

### Sports & Fitness Participation

Motorcycling	154
Billiards/pool	120
Camping trips (overnight)	119
Fresh-water fishing	119
Backpacking/hiking	119
Downhill/cross-country skiing	113

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

On the road again	206
Buy American	168
Look at me now	130
A penny saved, a penny earned	94
Show me the money	90
No time like the present	85

# Nascar

Rural non-city style  
Home value \$75,000-\$99,000

# Married with no kids

High school diploma      Conservative Democrats  
Outdoors      **Small pickup**  
**Read newspaper cover to cover**

