

M

Families in Motion

Families in Motion

Younger, working-class families earning moderate incomes in smaller residential communities.



- Dominated by young families living in small towns
- Raising their children in safe surroundings and affordable homes
- Work as skilled manual workers in construction and manufacturing
- Support outdoorsy, child-centered lifestyles
- Enjoy a lot of outdoor activities, including fishing and camping

- These households have selective media tastes
- Not big on print media but enjoy email communication
- Any medium should be utilized to target these consumers
- Market investment services, children's toys and travel
- Respond to incentives over loyalty programs



Channel Preference

PHONEHousehold Income
\$50k - \$75kHead of Household Age
31-35Household Size
5+ Persons

Newspaper Sections

Classified section	126
Reality shows viewed	82
The Wall Street Journal: Sunday	66
Front page section	64
The Wall Street Journal: daily	62
Comics section	60

Internet Usage

Visited hulu.com in the last 30 days	294
Visited autotrader.com in the last 30 days	227
Visited realtor.com in the last 30 days	210
Visited tmz.com in the last 30 days	193
Visited foxnews.com in the last 30 days	172
Visited netflix.com in the last 30 days	145

Sports Watched (TV)

X-Games	229
NASCAR racing: watch frequently	197
Fishing	166
College baseball	109
NFL post season: watch frequently	102
Winter Olympics: watch frequently	98

Leisure Activities / Hobbies

Listening to audio books	172
PTA/parents' association	131
Painting, drawing, sculpting	120
Tailgating	115
Education courses	113
Bird watching	113

Sports & Fitness Participation

Football	196
Camping trips (overnight)	154
Fresh-water fishing	146
Horseback riding	143
Motorcycling	136
Swimming	122

TrueTouchSM

No time like the present	176
A penny saved, a penny earned	145
Show me the money	137
Buy American	132
It's all in the name	132
Go with the flow	122

Lowest discretionary spend**Blue-collar occupation**

Football and Nascar

House value less than \$50,000

Outdoor activities
Small town
Online newspaper