



Families in Motion

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



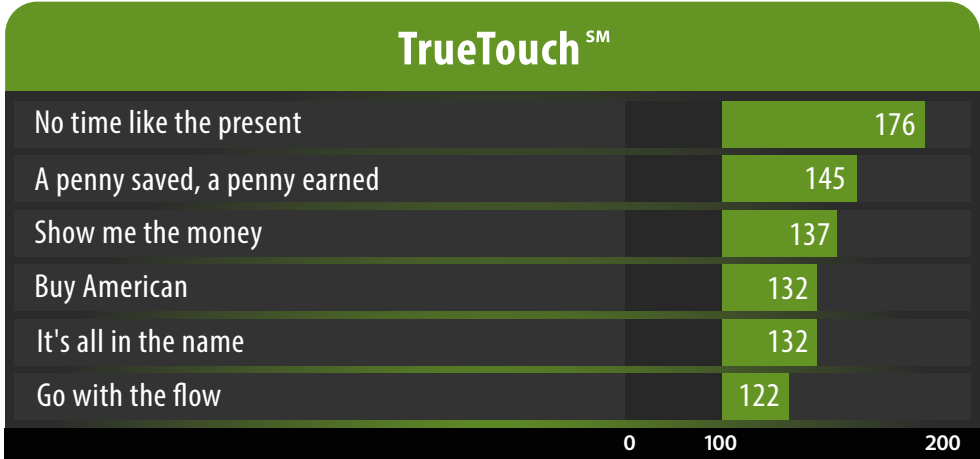
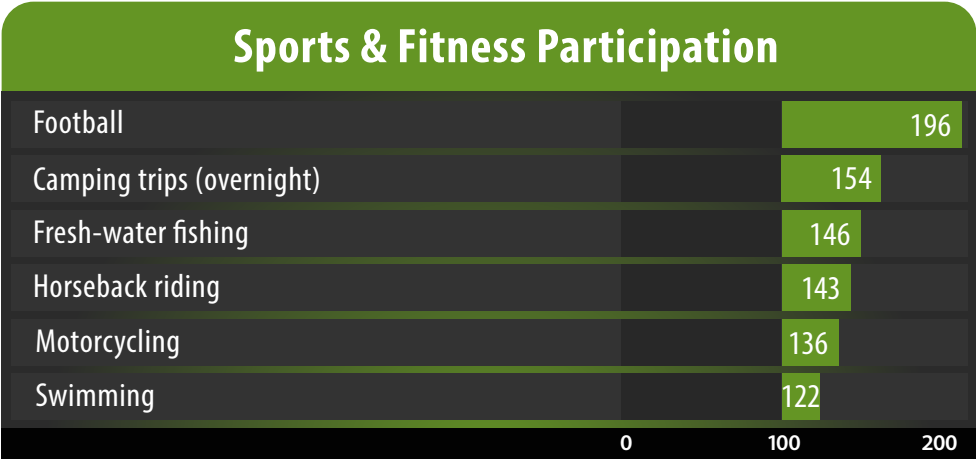
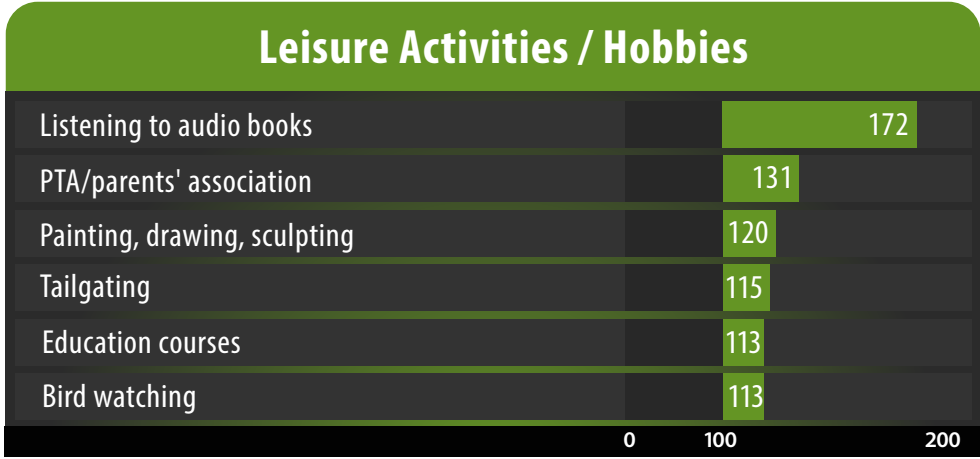
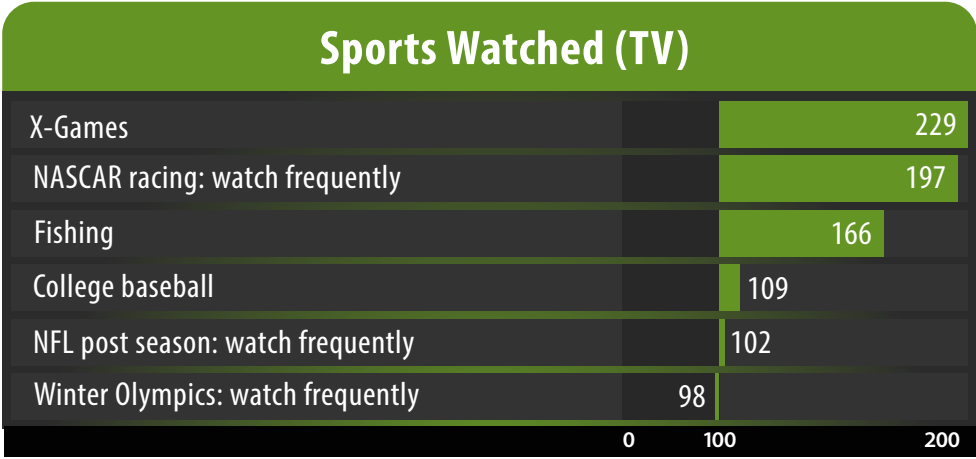
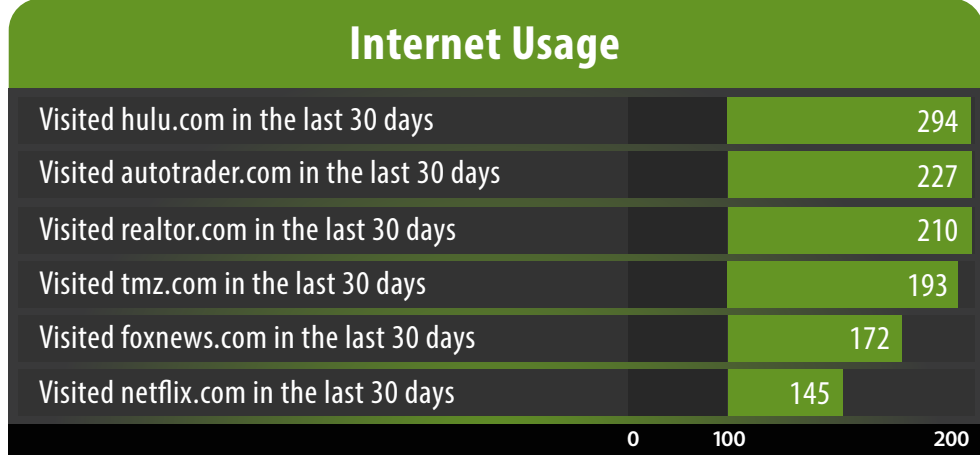
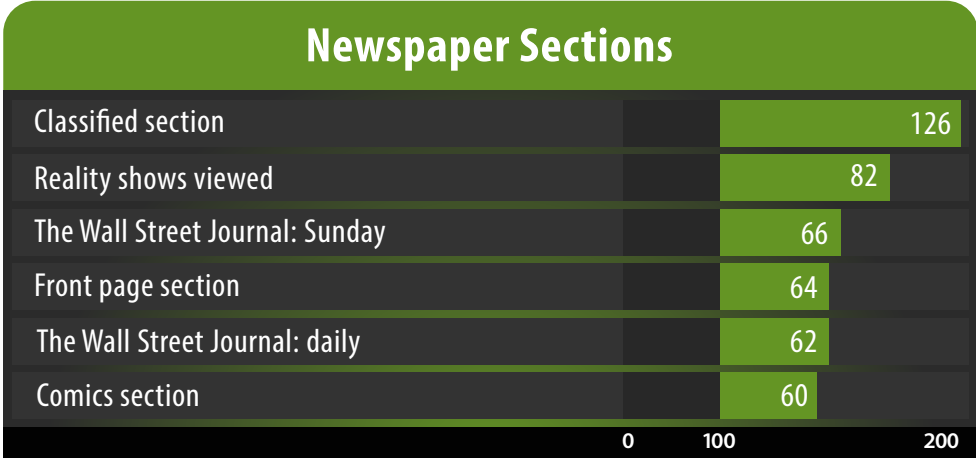
- Dominated by young families living in small towns
- Raising their children in safe surroundings and affordable homes
- Work as skilled manual workers in construction and manufacturing
- Support outdoorsy, child-centered lifestyles
- Enjoy a lot of outdoor activities, including fishing and camping
-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

Household Income
\$50k - \$75k

Head of Household Age
31-35

Household Size
5+ Persons



Lowest discretionary spend
Blue-collar occupation
Football and Nascar

Outdoor activities
Small town
Online newspaper

House value less than \$50,000

