



Golden Year Guardians

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Retirees living in old homes, settled residences and communities.



- Rely on Newspaper to Keep Informed
- View Games Shows/Contests
- Lived in their Home 15+ Years
- Prefer US Travel verses Foreign
- Drive Traditional Car

- Donate to Religious Charities
- Feel Financially Secure
- Bird Watching
- Own Money Market Account
- Impulse Shopper



Household Income
\$15k - \$24k

Head of Household Age
76+

Household Size
1 Person

Newspaper Sections

TV or radio listing section	162
Editorial section	140
Comics section	138
Food / cooking section	125
General news section	124
Front page section	116

Internet Usage

It's safe to make purchases online	55
Like websites that show local information	54
Internet has changed how I get info about products	50
Trust websites that have heard a lot about	44
Do more shopping on the internet	39
Get more news on internet	37

Sports Watched (TV)

Skiing	145
Bowling	126
Fishing	124
Nascar racing - watch frequently	113
College football regular season - watch frequently	110
Winter Olympics - watch frequently	109

Leisure Activities / Hobbies

American Association of Retired Persons (AARP)	209
Bird watching	152
Church / temple / synagogue	136
Needlework / quilting	116
Country club	108
Gardening	101

Sports & Fitness Participation

Fresh water fishing	86
Powerboating	71
Bicycling - stationary	71
Fitness walking	70
Aerobics	61
Downhill skiing	61

TrueTouchSM

Direct mail receptive	315
Buy American	284
Look at me now	282
Stop and smell the roses	240
On the road again	228
Go with the flow	118

Discretionary spend \$8,001-\$9,500
 Merchandise from catalog by mail 76+ Years
Retired Buy American **Newspaper TV listings**
 Education below High School How-to instruction shows

