



Golden Year Guardians

# Golden Year Guardians

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 versus Foreign
- Drive Traditional Car

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



Channel Preference  
**MAIL**

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

## TrueTouch<sup>SM</sup>

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

