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Economic Challenges

# Economic Challenges

Economically challenged mix of singles, divorced and widowed adults in smaller cities looking to make ends meet.



- Modest educations and humble jobs, many struggle financially
- Moved into communities with few resources
- 40%t report their profession as "other" or "unemployed"
- Low-paying, entry-level jobs in health care, fast-food, social services
- Regularly try their luck gambling and buying lottery tickets

- Watch TV daily: sitcoms, eality shows and game shows
- High receptivity to advertising
- Respond to brands that are the latest and greatest
- They tend to be 'shop in the moment' consumers
- Put forth your best 'sale of the season'

Channel Preference  
**@ EMAIL**Household Income  
**Less than 15k**Head of Household Age  
**51-65**Household Size  
**1 Person**

## Newspaper Sections

Home/furnishings/gardening section	184
The Wall Street Journal: daily	134
The Wall Street Journal: Sunday	130
Food/cooking section	130
Classified section	129
USA Today: daily	128

## Internet Usage

Visited tmz.com in the last 30 days	126
Visited twitter.com in last 30 days	116
Visited tumblr.com in the last 30 days	98
Visited usatoday.com in the last 30 days	98
Visited realtor.com in the last 30 days	95
Internet has become new way to socialize	93

## Sports Watched (TV)

X-Games	128
Rodeo	128
Track and field	126
Bowling	125
NBA regular season: watch frequently	116
NASCAR racing: watch frequently	103

## Leisure Activities / Hobbies

Reading electronic devices: cell phone/smartphone	154
PTA/parents' association	129
Cooking for fun	101
Reading electronic devices: Amazon Kindle	97
Reading books	95
Go to beach/lake	94

## Sports & Fitness Participation

Fresh-water fishing	135
Bicycling: stationary	108
Weight training	105
Football	102
Billiards/pool	93
Soccer	89

## TrueTouch<sup>SM</sup>

Go with the flow	291
Never show up empty-handed	222
Stop and smell the roses	212
Work hard, play hard	211
A penny saved, a penny earned	207
No time like the present	194

**Renter****Single female with no kids****Newspaper: home / gardening section**   **Game shows on TV****Entry-level jobs**

Simple lifestyles

**Lottery tickets**

Soapnet, Lifetime, Oxygen

High unemployment