



# Economic Challenges

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



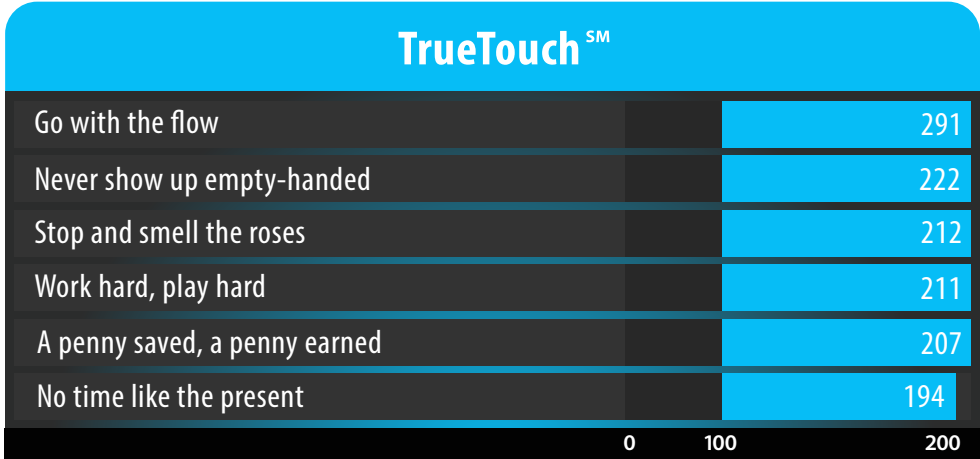
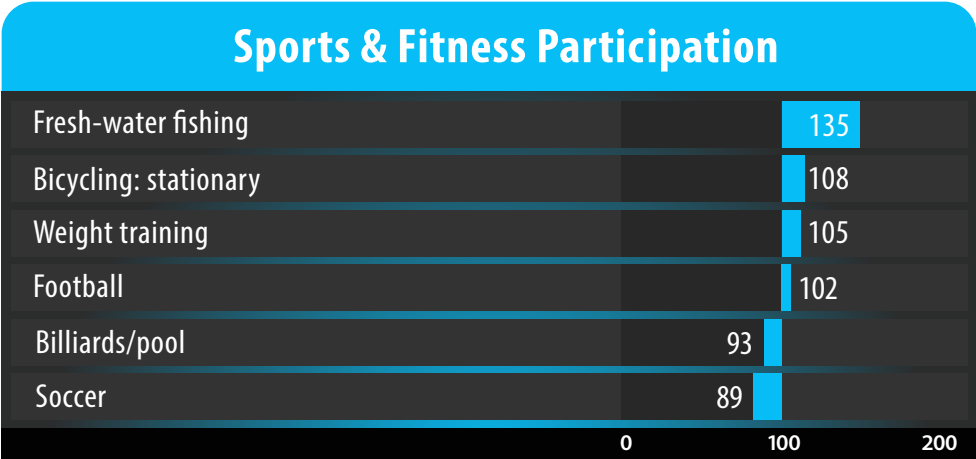
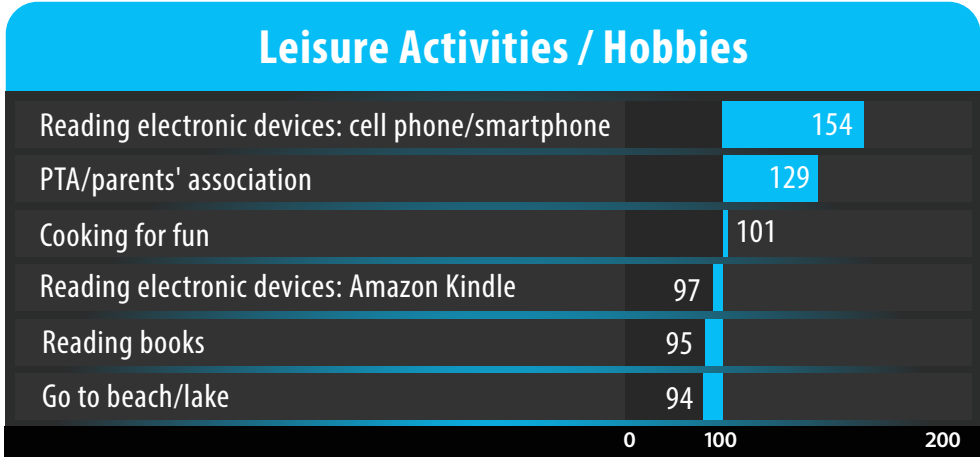
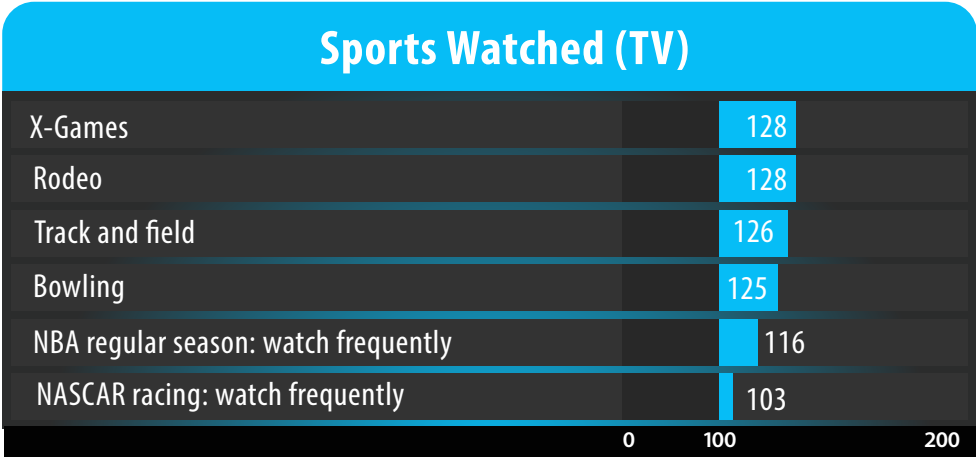
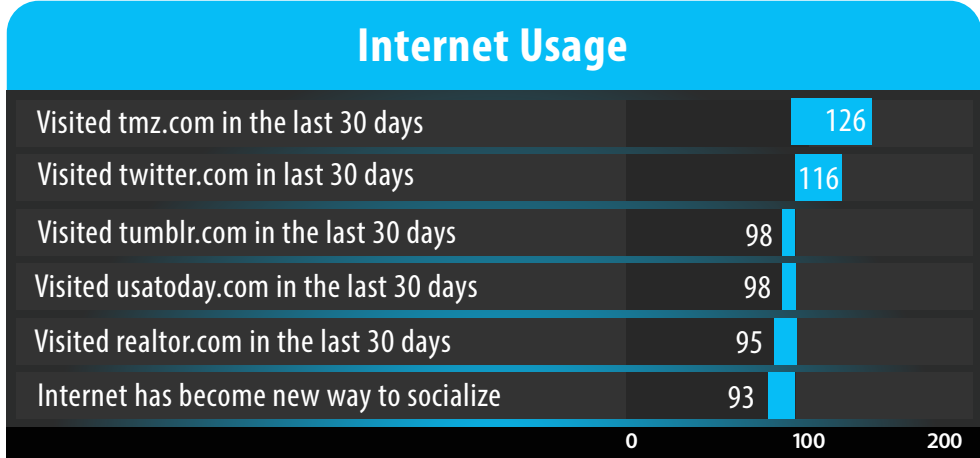
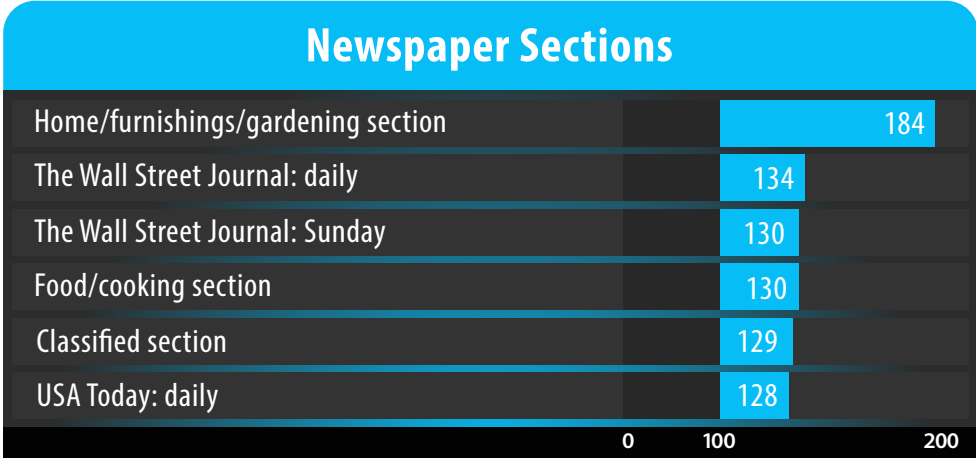
- Modest educations and humble jobs, many struggle financially
- Moved into communities with few resources
- 40% report their profession as "other" or "unemployed"
- Low-paying, entry-level jobs in health care, fast-food, social services
- Regularly try their luck gambling and buying lottery tickets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



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

