

H28

Everyday Moderates

Everyday Moderates

Mid-scale, multi-cultural couples and families living in mid-tier metro suburban settings.



- Middle-of-the-road lifestyles
- Families with children under eighteen
- Mix of jobs in blue-collar and administrative professions
- Fled larger cities for the slower pace of medium-sized towns
- Drive downtown to attend plays, concerts and nightclub shows

- Dinner-and-a-movie couples
- Enjoy taking an occasional cruise
- Not fashion-forward, early-adopting households
- Value-oriented consumers who clip coupons
- Read magazines that cover home and entertainment

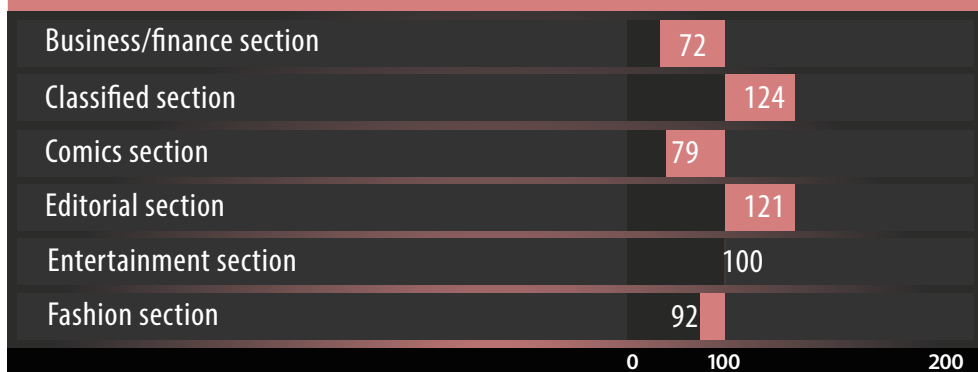


Household Income
\$50k - \$75k

Head of Household Age
51-65

Household Size
2 Persons

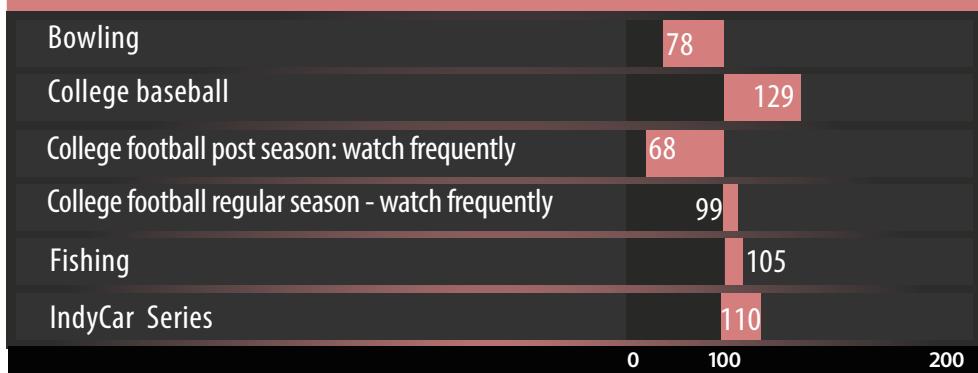
Newspapers



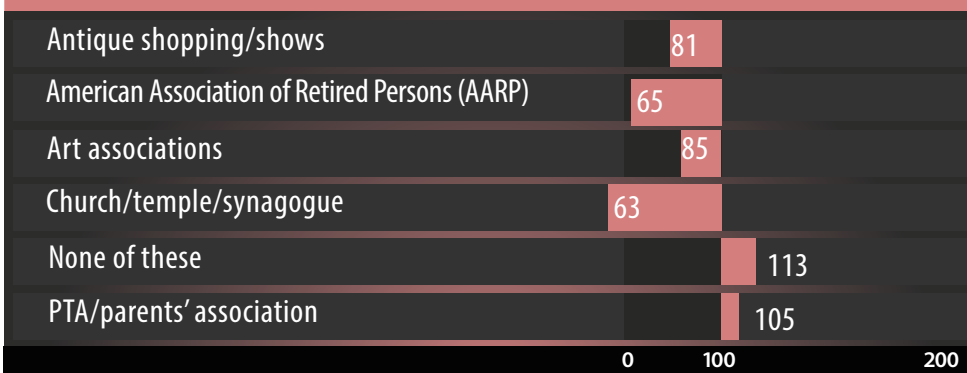
General Attitudes and Opinions



Sports Watched (TV)



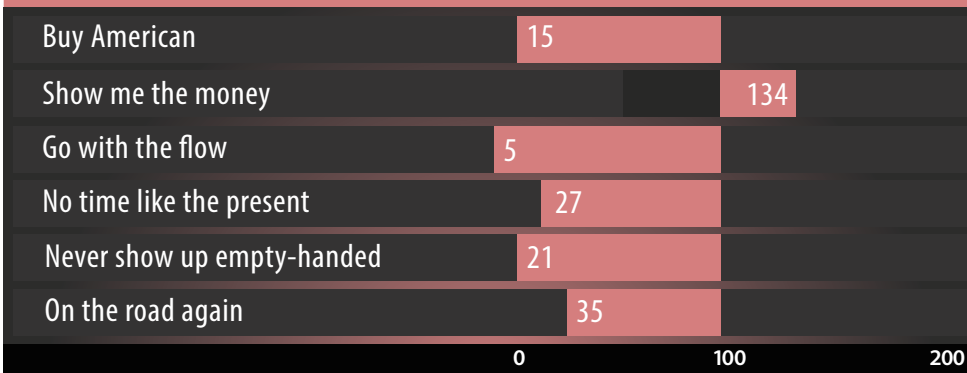
Leisure Activities / Hobbies



Sports Played: Last 12 Months



TrueTouchSM



Classic hits to Christian rock

Listen to internet radio

Magazines

Internet radio

TV or mobile display advertising

Clip coupons

Children under 18

Blue collar and administrative professions

