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| **Possible Target 1** | | | | |
| **General Information** | **Lifestyle Traits** | **Demographics Traits** | | |
| * US * Households 1,042,964 (0.91%) * Median HH Income: $73,383 | * Eat at Chipotle * Play Racquetball * Read Shape * Watch The Office * Acura TSX | Urbanicity: | | Suburban |
| Income: | | Upper-Mid |
| Income Producing Assets: | | Above Avg. |
| Age Ranges: | | <55 |
| Presence of Kids: | | Yes, older children |
| Homeownership | | Mostly Owners |
| Employment Levels: | | Management |
| Education Levels: | | College Grad |
| **Possible Target 2** | | | | |
| **General Information** | **Lifestyle Traits** | **Demographics Traits** | | |
| * US * Households: 1,742,531 (1.52%) * Median HH Income: $114,343 | * Shop at Saks Fifth Ave. * Spend $3,000+ foreign travel * Read Washington Post * Watch Golf Channel * Aston Martin DB9 | Urbanicity: | Suburban | |
| Income: | Wealthy | |
| Income Producing Assets: | Elite | |
| Age Ranges: | 45-64 | |
| Presence of Kids: | Yes, older children | |
| Homeownership | Mostly Owners | |
| Employment Levels: | Management | |
| Education Levels: | Graduate Plus | |
| **Possible Target 3** | | | | |
| **General Information** | **Lifestyle Traits** | **Demographics Traits** | | |
| * US * Households: 1,829,996 (1.60%) * Median HH Income: 102,624 | * Eat at Bertucci’s * Go scuba diving/snorkeling * Read Inc. * Watch Saturday Night Live * Porsche 911 | Urbanicity: | Suburban | |
| Income: | Upper-Mid | |
| Income Producing Assets: | High | |
| Age Ranges: | 35-54 | |
| Presence of Kids: | Yes, young to teen | |
| Homeownership | Mostly Owners | |
| Employment Levels: | Management | |
| Education Levels: | Graduate Plus | |
| **Possible Target 4** | | | | |
| **General Information** | **Lifestyle Traits** | **Demographics Traits** | | |
| * US * Households: 1,671,154 (1.46%) * Median HH Income: $48,425 | * Shop at Express * Buy Rap Music * Read Vibe * Watch Family Guy * Mazda 3 | Urbanicity: | Suburban | |
| Income: | Midscale | |
| Income Producing Assets: | Low | |
| Age Ranges: | <35 | |
| Presence of Kids: | Yes, young | |
| Homeownership | Renters | |
| Employment Levels: | WC, Service, Mix | |
| Education Levels: | College Grad | |