|  |
| --- |
| **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 |