



Stay-at-Home Sally

Background:

- Bachelor's Degree in Education
- Former teacher
- Married with three children, 13, 15, and 17
- Stay-at-home mom

Demographics:

- Female, 44 years old
- Single family income of \$130,000
- Lives in a suburb of St. Louis

Identifiers:

- Organized
- Moderately tech-savvy
- Mother of three hockey players



Hardworking Harry

Background:

- Bachelor's Degree in Criminal Justice
- Police Officer
- Married with two children, 11 and 14

Demographics:

- Male, 42 years old
- Dual family income of \$150,000
- Lives in a suburb of St. Louis

Identifiers:

- Very involved in his children's sports
- Tech savvy
- Youth baseball coach
- Children play elite level baseball



Career Carrie

Background:

- Bachelor's Degree in Nursing
- Data Analyst
- Single with two children, 8 and 10

Demographics:

- Female, 38 years old
- Single family income of \$90,000
- Lives in the city of St. Louis

Identifiers:

- Busy single mother
- Tech savvy
- Career oriented
- Child in competitive cheer