

Brett + Tracey

Hyperactive Newlyweds:

Young, dual-income, educated couples whose energies are channeled into active sports, outdoor activities, careers and their home lives.

1.4%
of all U.S. Households



PERSONALITY

- Work hard. Play hard. Why not?
- We never stop. If we did any more, we'd need another house just for the gear.
- Kids? Definite possibility. Sometimes it's definite, sometimes it's a possibility.
- Even when we had no money we traveled. Next is either Costa Rica or Australia, and forget youth hostels, we're upgrading!
- After we run, let's grab a bite at that new Thai place on the corner.

DEMOGRAPHICS

Median Age: 31	Almost 65% are professional/technical, management, or sales/marketing
Median Income: \$66,000	Nearly 65% completed college or graduate school
U.S. Households: 1,649,000	Almost 60% are homeowners
	Heavy credit card users

LIFESTYLES

AUDIO/VIDEO	OUTDOORS	SPORTS AND FITNESS	HOME LIFE
Electronics	Camping/Hiking	Golf	Home Furnishing/Decorating
Home Video Games	Hunting/Shooting	Physical Fitness/Exercise	OTHER INTERESTS
Home/Personal Computer	Motorcycling	Running/Jogging	Career-Oriented Activities
Science/New Technology	CONNOISSEUR	Snow Skiing	Fashion Clothing
Photography	Foreign Travel	Tennis	Science Fiction
	Gourmet Cooking/Fine Foods		
	Wines		



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