

# Target Audience Profile

## TecWare Teens:

- ❑ Are girls and boys ages 14 – 17
- ❑ Come from households with incomes \$100,000+
- ❑ Are interested in technology, gadgets, the Internet
- ❑ Frequent chat rooms, use email daily, and play computer video games
- ❑ May hold a part-time job or volunteer as a web-master, computer teacher or similar high-tech entry level position
- ❑ Have allowances of \$20 a week in addition to their jobs
- ❑ Whose parents purchase at least \$500 in “back to school” clothing

## Alexis and Ryan

Alexis, 16, and Ryan, 14, are brother and sister. They live in the city’s best neighborhood, in a three-story modern home from the pages of Architectural Digest. In their free time, they volunteer to maintain web sites for the family’s church, the local fire department and their high school. There is one television but 3 computers in the home – Dad’s laptop for work, the “family computer” and Ryan’s personal computer that he bought with money earned teaching senior citizens computer skills. Dad is Vice President of eCommerce for a national bank and Mom is a reporter for the online version of the city’s newspaper.



