

Affluent, Educated Moms

- Average Age.....**37**
- Female.....**91%**
- Married.....**79%**
- Attended College/Graduated.....**93%**
- Own their Own Home.....**68%**
- Average Household Income.....**\$167,250**

99% of our audience looks to POC for **Family Apparel.**

86% of our audience uses POC to find **Healthcare Specialists.**

Young Parents

- 21-24.....**3%**
- 25-34.....**36%**
- 35-44.....**42%**
- 45-54.....**18%**

98% of our audience uses POC to make **Buying Decisions.**

81% of our audience uses POC to find **Family Dining and Entertainment.**

Our Readers' Children

- Average number of children per household.....**2.25**
- Pre-pregnancy to 4 years old.....**60%**
- 5 years old to 12 years old.....**75%**
- 13 years old to 18 years old.....**39%**

74% of our audience considers POC their resource for finding **Summer Activities.**

80% of our audience is considering **Private Schools.**

Active and Involved Children

- Music, Dance and Arts.....**80%**
- Martial Arts/Fitness.....**39%**
- Gymnastics/Cheerleading.....**40%**
- Summer Camps.....**74%**
- Team Sports.....**45%**
- Swimming.....**51%**

*Information provided by CVC, PPA Reader Profile, Readex Research.

