

JENNIFER- THE SUBURBAN HELICOPTER MOM



1 LIKES:



Yoga, Cycling, Meditation,
Monitoring her children's every
movement & Shopping

2 DEMOGRAPHICS:

AGE: 36

OCCUPATION: Stay at home mom who runs an ETSY store

MARITAL STATUS: Married to a major business executive

RESIDENCE: Eagan, MN

INCOME: \$150,000

*Has 3 children under the age of 5

3 GOALS & CHALLENGES



Purchasing the new Chanel bag, Getting her
children into a new private kindergarten
opening, Avoiding being the topic of
neighborhood gossip



4 VALUES/FEARS:

Fears: getting wrinkles and getting
overweight, husband divorcing her

Values: Self-care, Social Media,
Family

5 BARRIERS:

Limited amount of time, hectic
children

