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| Athletic teen boys | “Princessy” elementary girls |
| Hyper elementary boys | Athletic teen girls |
| Middle Aged Traveling Business Men | Wealthy/sophisticated middle aged women |
| Scientific Middle Aged Men | Artistic College Aged Females |
| Serious Adult Athletes | Rich and Trendy teen girls |
| Health-Conscious Elderly Men | Family-Oriented Elderly Ladies  |
| Stay at home dads | Eco-friendly middle aged female |
| Comedy loving adult males | Stay at home moms |
| Outdoorsy mountain men | Middle Aged Female Animal Lovers |
| Budged-conscious Adult Males | School-focused teenage girls |
| Video Game-loving Teen Boys | Teenage Cowgirls  |
| Middle Aged Parents of a child with many allergies | Movie-loving elementary girls |
| Eco-friendly middle aged men | Middle Aged Traveling Business Women |
| Middle Aged Rancher/Farmer Men | Technology-loving Teen girls |
| Wealthy, sophisticated elderly men | Health-Conscious Middle Aged Women |