

# Target Audience Recap



**Sara**

20-30	CDMX	High income	Degree	Family
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**Juan**

30-50	Mexico state	High income	High school	Family
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**Clara**

50-60	Mexico state	High income	Degree	Family
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## Review

Decision maker	Honest, hard-working, motherly	Family and work
Little time for family	Great economic income for her family	Professional development

## Review

Decision maker	Hard-working	Goals
Weak character	Work/life balance	Quiet life

## Review

Decision maker	Active, athlete	vacation
Too worried about the children	Quality time, holidays	Achievement of goals