

# Target Audience

## Demographic | 3

Age range: 30-45

Gender: 40% female, 60% male

Common job titles: Teacher,  
Accountant, Manager

+

## Location | 1

Mexico

+

## Psychographic | 3

Avoids working on repetitive tasks

Enjoys spending time with friends

Loyal to one or two athletic brands

+

## Identifiers | 2

Ask for detail information

Somewhat receptive but cautions

+

## Preferred Channels | 3

Email

Phone

Social Media

+

miro