Actor Aaron

Background:
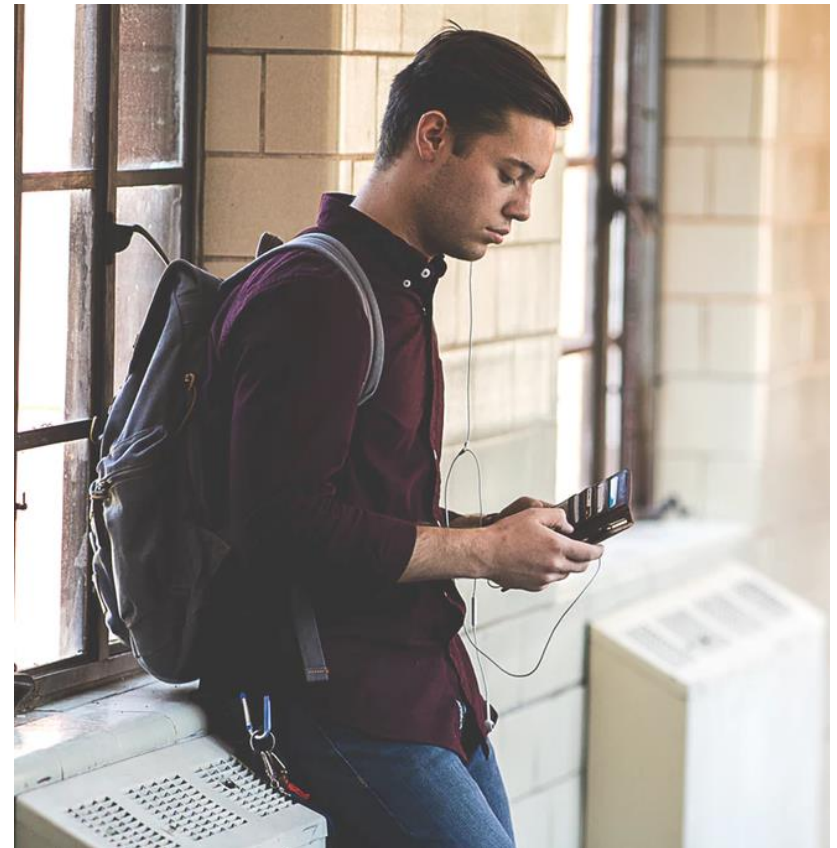
- Senior at Cal State East Bay
- Works part time at a bar
- Aspiring film actor

Demographics:

- Male
- 22-years-old
- Family income of $89,000
- Family lives in southern California

Identifiers:

- Likes the theatre
- Involved with the community
- Publicly performs with his acting club
- Borrows roommate's Netflix account to save money
- Fan of Jordan Peele

Student Sammy

Background:

- Undergrad studying sports medicine
- Intern at a startup
- In a relationship, but it's complicated

Demographics:

- Female
- 20-years-old
- No income, but has support from parents
- Lives with 3 roommates

Identifiers:

- Large social media presence
- Digitally savvy
- Last minute planner for herself and friends
- Owns a television (rare for college students)
- Watches at least one movie a month

Günter from Germany

Background:

- Bachelor's Degree in Sociology
- Married with 3 children
- Moved to Berkeley for his wife

Demographics:

- Male
- 34-years-old
- Lives in the suburbs

Identifiers:

- Tech savvy
- PC gamer
- Takes care of the kids after school
- Occasionally watches movies while kids are in school
- Loves to save wherever he can