

Phil



Behaviours

- Commutes via bike
- Vegetarian
- Participates in marathons
- Health conscious
- Not that interested in politics

Facts & Demographics

- 22 years old
- University student - Economics
- Lives in San Francisco
- Lives with a cat

Needs & Goals

- Wants to make the world a better place
- Wants to be more environmentally conscious
- Wants to set a good example to his younger brother