Rebecca

**Demographic**

* 34 years old
* Lives in Slough near Redding
* Works in marketing (mid level)
* Makes £35,000 /year (has been for the last 15 years)
* Lives with her fiancé

**Behaviours**

* Career focused
* Knows three languages
* Likes to watch quiz shows
* Secretly dreams of being on a quiz show
* Likes to attend the local pub quiz with her friends
* Likes to read up on random topics
* Escapism
* Puts a fiver in every week for the Euromillions

**Needs and goals**

* Looks for a bit excitement and challenge
* Feedback on improvement