Psychographic for our demographic

**Age: 48**

**Gender: Female**

**Bio:**

**Married mother of two, who works an 9-hour morning shift and is home alone until the evening due to her children no longer living in house and her husband who finished work late.**

**Her likes**

* **Food: Snacks** 
  + **Sweets**
    - Chocolates (Mainly button/circular shaped)
    - Caramel sweets
    - Toffees
  + **Pastries** 
    - Cinnamon Rolls
    - Danish Pastry
    - Brioche
    - Cannoli
  + **Biscuits** 
    - Jammie dodgers
    - Rich tea
    - Chocolate digestive
    - Custard creams
* **Food: Meals** 
  + **Main** 
    - Roast dinner
    - Stew (Any meat)
    - Curries (Either really sweet or spicy)
    - Salads (Only with chicken or just vegetables)
  + **Desserts**
    - Fruit Salads
    - Brownies and custard
    - Apple pie and Ice-cream
    - Pecan pie
* **Drinks**
  + **Hot**
    - Green tea
    - Earl grey tea
    - Tea with lemon and honey
    - Coffee and cream
  + **Cold**
    - Carbonated water
    - Ice tea (Mainly fruit flavored)
* **Animals** 
  + Cats (Kittens only)
  + Dogs (medium sizes breeds only)
  + Horses
  + Birds (Mainly owls and small birds)
* **Environments** 
  + Beaches (Rock pools, sea bed caves)
  + Forests (Path ways, rivers)
  + Mountains (Ridges etc.)
  + Caves
* **Genres of media (Books, film and television)**
  + Drama (Thriller, soap, and romance)
  + Reality
  + Fantasy
* **Music**
  + Country rock
  + Alternative rock
  + 80's pop
  + Indie rock
* **Fears**
  + **Insects:**
    - Spiders
    - Cellar Spiders
    - Wasps
    - Hornets
    - Beetles (Any beetles with visible pinchers)
  + **Animals:** 
    - Large dogs (German shepherds)
    - Goats
    - Anything that is has scales
  + **Phobias** 
    - Acrophobia (Extreme heights)
    - Thalassophobia (Open water)
    - Tachophobia (Speed phobia)
    - Mazeophobia (Fear of being lost)