**Psychographics**

**Name:** Jennifer

**Gender:** Female

**Age:**37

This is Jennifer. She is a 37year old female single parent. Who lives with her two younger children age 7 and 13, as well as a new born puppy.

Her favourite colour is blue and purple, with her least favourite colour being brown as it makes her feel dirty.

With her bedroom being modern, stylish and practical. Having a light sky blue and purple colour scheme. Chest of draws on either side of her queen size bed with children photos on both. The room including a desk for when Jennifer works from home and a full size mirror closet for her clothes and to get ready. On her walls are photos of her previous family holidays which include her ex husband. In the corner of the room is a brand new dog basket for her new family puppy.

Her favourite food is Chinese from her local takeaway, however, she doesn't like the chips as a result makes a separate trip to her favourite local chippy to eat with curry sauce. At the end of the night when the kids are asleep Jenifer likes to drink red wine and have red velvet cake with pouring cream.

Jennifers favourite music being current pop. Listening to Kiss Fm during her commutes to and from work. But also has to listen to her 13 year olds daughters favourite band Paramore. She also enjoys listening to songs from bands which her mother and father played around the house when she was growing up. Such as UB40 and Madness. Her favourite Tv show is murder investigation series Criminal Minds and loves binge watching new crime series on Netflix when her kids go to bed.

Her current job is a Gym Instructor at a women's only gym. In which she works 5 days a week, but balances her hours around her kids school time, in order to be able to drop off and pick them up from school. On Thursday nights her mum babysits and she goes to what her friends call “Fatclub”. Which is where she catches up with her school mum friends, all weigh each other and have drinks. However Jennifer and her friends just use it as an excuse to get away from the kids for a night and have a gossip with each other. She has just taken up yoga classes in order to get fitter and lower stress.

She has a close circle of friends, including mainly mums from the school her children go to. With one best friend that lives locally, which she grew up with. Jennifer goes on jogs with her best friend to the local Costa to have a coffee, lunch and catch up to then walk home. Her favourite film being Bridget Jones Diary and Elf during Christmas.

Her favourite season is Winter as she loves being outside with her kids up the park having snowball fights and building snowmen. As well as she loves buying and wearing a comfy warm winter coat every year and drinking hot chocolate on a cold day.

Jennifer’s worst fear is having her children grow up without a role model father figure, but is scared going back into the dating scene, in the fear of a new boyfriend not getting along with her kids.