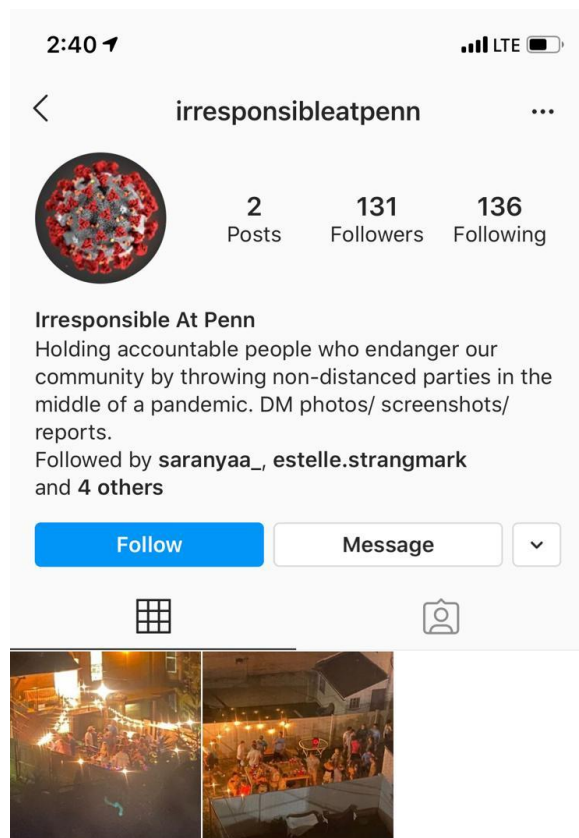


Covid-Skeptic Penn Student Undergraduate



Demographic Data / Background

Age: 18- 23 years

Job: Student

Background: Pre-COVID lifestyle, tired of quarantining, does not care about spread of COVID, possibly already had COVID and believes she/he has life-long antibodies

Behaviors

- Doesn't wear a mask (unless in situations where they are required)
- Gathers in large groups and sees a plethora of different people
- Goes to parties, bars, etc.
- Will lie about getting tested
- Goes to underground/secret events
- Will not isolate/test after known exposures

Problems/Pain Points

- Pottruck has been closed forever, so can't even get a good pump in
- "Can't breathe" in mask
- I want my social life back
- How will I get a partner if I can't meet anyone
- Doesn't remember to make testing appointments
- Does not see the need to get tested 2x a week (or at all)

Urgency/Intensity

This student is dying for everything to reopen and cannot wait to meet people. They believe Covid statistics are fake and exaggerated by the media. They have been acting against guidelines for months and have faced no consequences. Therefore, they have no personal connection to the pandemic. They most likely require further education and/or consequences for their actions.