
A portrait of Jacob, a young man with dark hair, smiling, wearing a grey t-shirt with his arms crossed.

Jacob
Young Gen Y
Age: 21

Income: \$20,000
Job: Studying computer science and working a part-time job

A portrait of Maria, a woman with long brown hair, wearing a pink cardigan over a white top and a colorful patterned scarf.

Maria
Young Gen X
Age: 35

Income: \$51,000
Job: Accountant

A portrait of David, a man with short dark hair, smiling, wearing a blue button-down shirt with his arms crossed.

David
Gen X
Age: 45

Income: \$105,000
Job: Small business owner



Claire

Baby Boomer

Age: 61

Income: \$50,000

Job: Semi-retired
teacher

Daniel

Traditionalist

Age: 71

Income: \$43,000

Job: Retired
engineer

