



Fabulous Freddy

Background:

- High School Graduate
- Works In Beauty Salon
- Dating

Demographics

- Male 26
- Income 40,000
- Lives in a Condo

Identifiers

- Strong Personality
- Likes to party
- Spends time with family.





Sensible Stacy

Background:

- High School Graduate
- Retired
- Married

Demographics

- Female 65
- Lives off retirement
- Lives in single family home

Identifiers

- Social
- Like to host gatherings
- Makes purchases based on perceived value



Joyful Jill

Background:

- College Graduate
- Works in Manufacturing
- Married

Demographics

- Female 32
- Income: 50,000
- Lives in single family home

Identifiers

- Enjoys posting on social media
- Likes creating art.
- Likes things straight forward and easy to use



Terrific Tasha

Background:

- Current college student
- Works part-time
- Single

Demographics

- Female 22
- Income around 25,000
- Lives in college dorm

Identifiers

- Likes to hang out with girl friends
- Like to do her hair and nails at home
- Likes to find bargains

