Rochelle

Background:

- Single, no children, one cat
- High school graduate
- Self-employed housecleaner

Demographics:

- Female, 30 years old
- Variable income, ~$40,000 a year
- Lives in a small apartment in the city

Identifiers:

- Very independent
- Artistic
- Sociable, enjoys company
- Comfortable with technology

Enterprising Eric

Background:
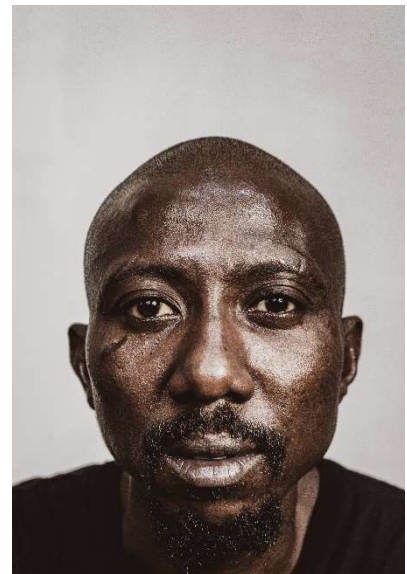
- Widower, two kids
- High school graduate
- Owns painting business with three employees

Demographics:

- Male, 35 years old
- Variable income, ~45,000 a year
- Rents a small house in an older neighborhood in Colorado Springs

Identifiers:

- Strong work ethic
- Comfortable with technology
- Possesses leadership qualities
- Detail-oriented

Professional Joel

Background:

- Lives with wife Tess and daughter Ellie
- BSCS from CU-Boulder
- Works a new job as a software engineer

Demographics:

- Male, 28 years old
- Dual income family, $145,000 a year
- New to Colorado Springs
- Buying a home in the Meridian Ranch area

Identifiers:

- Tech Savvy
- More cerebral than practical
- Spends a lot of time at work

New Grad Veronica

Background:

- New college graduate
- Just started new job as a package engineer
- Newlywed

Demographics:

- Female, 23 years old
- Dual income of $100,000 a year
- Buying a townhome in Monument, CO

Identifiers:

- Good with technology
- Not good with tools
- Economically conscious