

Anna

Background:

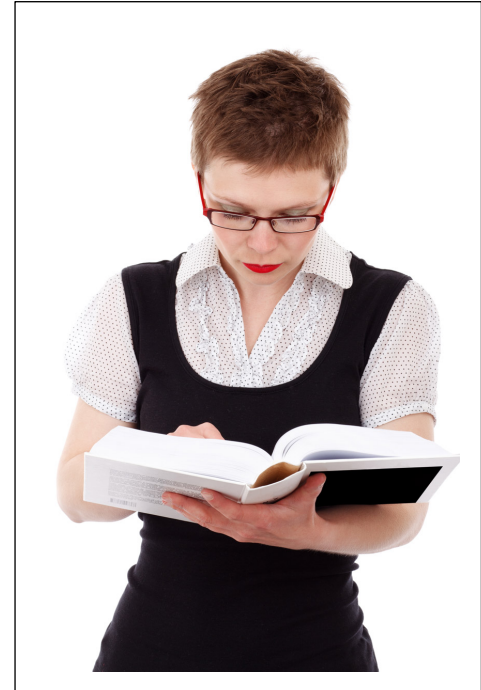
- Young professional
- Bachelor's degree
- Single

Demographics:

- Female, age 25 - 34
- Single income of \$75,000
- Lives in a downtown apartment in a mid-sized city

Identifiers:

- Digitally savvy
- Strong network of friends
- Foodie who loves to travel
- Her full-time position consists of time split between two different roles



Michelle

Background:

- Tenured Professor and Internationally Recognized Researcher
- PhD degree
- Married with two kids, age 16 & 19

Demographics:

- Female, age 45 - 54
- Dual income of \$350,000
- Lives in a single-family home in a small city

Identifiers:

- Teaches one class each semester
- Publishes on average twice a year in journals
- Mentors PhD students
- Travels frequently for work and pleasure



Dave

Background:

- Teacher
- Master's degree
- Married with two grown kids

Demographics:

- Male, age 55 - 64
- Dual income of \$125,000
- Lives in a single-family home in a small college town

Identifiers:

- Teaches high school business and accounting classes
- He is starting to do business consulting with small startups
- He plans to keep his consulting business small and continue after he retires from teaching in 2 years
- Advocate for shopping local and local experiences when traveling

