



Stats for Kara

Life-stage: looking to start in the workforce

Age: 20-25 years

Annual income: € 9,000

Internet usage: many times a day

Relationships group

Marital status: single

Children: no

Education/skills school

Education level: an undergraduate degree

Technical level: super comfortable

English level: native

"I just want enough money to buy a good car"

Energetic Millennial Kara

Kara is newly graduated from her university and is looking for a job to start off her career.

Kara is motivated by finding opportunities for her future. Kara is 20-25, and lives in the suburbs. Kara is single, has no children and is often kept busy with social media.

Kara is super comfortable with technology.

She wants to use her social media skills to possibly do digital marketing.

Jargon familiarity



Kara is not familiar with the industry specific terms that are used in the industry at hand.

Spare Time



On an average day, Kara has plenty of spare time.

Comfort with technology



Kara is super comfortable with technology.

Social Media usage

Of all the time spent on social media on an average day, the distribution of time is as follows:

