

Meet Alex.

Outgoing

Smart Shopper

Responsible



Demographics

- 23 years old
- Female
- **Student-** Political Science Major
- **Suburb** of a Mid-size metropolitan area



Interests

- Cooking
- Technology
- Pop/Rap music
- Networking

Attitudes

Socially Responsible

Strong feelings about global warming, gender equality, and educational reform

Independent thinker

Weighs all options, and doesn't let others sway her

Hard Working

Invests self in school and works to save for a future car, economically conscious



Attitudes to category

Accessibility -Has a busy schedule and limited resources

Impatient- Wants content, news, and delivery as fast as possible

Values diversity - Doesn't mind researching different choices, and does not like to be limited in options or told what to do



Media usage

- **VERY Active on Social Media-** Uses online news sources for information
- **Has an Iphone 5**
- **Movie streamer-** Weekend binge watcher

