

Audience Profile



Name: Steph

Age: 18-22

Occupation: Student

Values:

- Dependability
- Education
- Family
- Personal growth
- Wholehearted living
- Balanced lifestyle

Interests:

- Travelling
- Food
- Music
- Sports

Goals:

- Graduate with a degree
- Find a stable job
- Be happy

Meet Steph. She is an undergraduate student at UC Davis studying psychology and communication. She is a busy student, involved in clubs and has a student job at the ARC. During the week, she is normally going to class or studying on campus. Because she is so busy, she frequently dines at food vendors during all times of day on campus. Steph likes to meet her friends at the Memorial Union or Silo during her breaks to chat, get a cup of coffee, or grab a bite to eat before heading back to class. On the weekends, she likes sleeping in, watching viral videos on YouTube, and hanging out with her friends. She is always on the go and has her cellphone or laptop with her at all times.