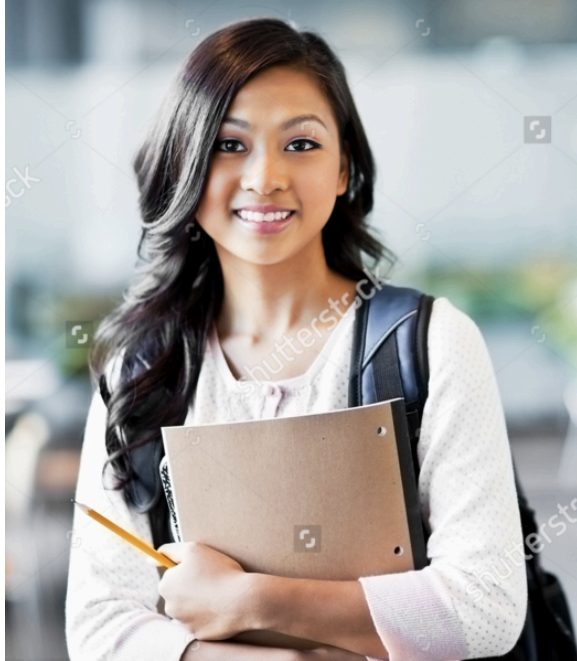


AUDIENCE PROFILE/PERSONA



AGE: 19 years old

OCCUPATION: Student

LOCATION: Davis, CA

HOBBIES/INTERESTS: Listening to music, going out with friends

MEDIA: Facebook, Instagram, Twitter, Snapchat

“This website is great! I easily found an apartment for next year. I would definitely recommend it to other students looking for housing!”

This person is someone who is not familiar with Davis yet and is looking for the best apartment that best suits their needs. They are busy with school, so they do not have much time to find a place.