

# Meet Marisol

Marisol is a single 22-year-old retail associate, living in a studio apartment. She makes less than \$30K a year and is attending college part-time.



## Demographics

-  Age 18–34
-  Little or no college
-  Blue-collar profession
-  No kids
-  Multi-cultural
-  Liberal thinker
-  Less than \$30k/year

## Shared Traits

- Up-to-date on trends 
- Lives on the Internet 
- Likes yoga or bicycling 
- Visits bars or clubs 
- Uses brand coupons 
- Likes team sports



## What are Marisol's Activities?

Marisol, like all *Young Start Outs*, is impulsive and socially active. She enjoys activities that are fun and exciting and tends to be image conscious.



# Meet the Griffins

The Griffin family consists of Mom, Dad and their two children. The parents are in their late 30s and the kids are four and six. Both parents are working professionals and the kids go to private school. The family lives in an affluent suburb and owns their family home.

Owns home



## Demographics



Age 20–44



College degree



White-collar profession



Children in the home



Caucasian majority



Conservative mindset



\$75k–100k per year

## Shared Traits

Goes out with family or friends



Watches family shows or sitcoms



Pays more for unlimited services



Prefers trusted companies



Shops and pays bills online



Entertainment services create productivity



Enjoys museums, zoos, and concerts

## What are the Griffins' activities?

Like all iFamilies, the Griffins are focused on their busy family life, emphasizing chores and activities rather than leisure and relaxation. They like to give the impression their lives are under control. Their income allows them to shop, but they prefer to indulge in quality items and focus on family activities.



Plays board games – family oriented

# Meet David

David is a single, 30-year-old business development manager who just purchased his first home. He makes \$70K a year and recently completed his MBA.

Owens home



## Demographics



Age 20–45



College degree



White-collar profession



No kids



Caucasian majority



Independent mindset



\$40k–100k per year

## Shared Traits

Visits bars or clubs



Lives on the Internet



Works from home



Prefers trusted companies



Social media for friend-communication



Pays more for unlimited services



Enjoys concerts & outdoor sports

## What are David's activities?

David, like all Trendy Techies, is practical and image conscious. He enjoys working hard and playing hard, and spends time out at events or online. All of his transactions take place online.



Plays video and computer games



Shops and pays bills online