



MARK, 22

DEMOGRAPHICS



Rents a 2 bedroom apartment in uptown Charlotte, NC with old teammates from lacrosse.



Currently an intern for a large sports management company and a bartender at a high end cocktail bar on the weekends.



Recently single and using dating apps. An only child and rescued a puppy 4 months ago.



Graduated with a 3.8 in Health Sciences from UNCW. Owes \$28,000 in private loans.

BEHAVIORAL IDENTIFIERS



Hobbies include eating out, lifting weights, playing club lacrosse, drinking draft beer, tailgating for UNC, and watching live music.



Prefers chat systems for customer service and support. Values quick responses and 24 hour availability.



Wants fast shipping. Values a low price. Prefers online marketing, light colors, and simple websites.



Shops online between 7pm-3am. Buys during pay periods at the end of the month and often uses promo codes.



Owens an Android and shops on mobile with referrals from social media such as Instagram and Facebook.



Studied abroad in Chile. Can speak Spanish and some Italian. Travels on a budget and prefers hostels to hotels.



Personal goals to be out of debt by 2024, to be engaged in 4 years, and to work in a university sports medicine department.



Very fit and active but has a bad diet due to eating on a budget and drinking often. Seeks out health information daily.