

BUYER PERSONA 1

**MARITAL STATUS**

**KIDS**

**ANNUAL INCOME OCCUPATION**

|  |  |
| --- | --- |
| Marital Status |  |
| Kids |  |
| Annual Income |  |
| Job |  |

# NAME

**AGE**

INTERESTS

N E E D S

SOU R CE S OF I N F O ( SOCI AL

ME D I A,

N E WSP AP E R S,

AD D I T I ON AL .

|  |  |
| --- | --- |
| Job |  |
| Needs |  |
| Sources of Info (Social media, newspapers..) |  |
| Additional Info |  |

# LOCATION