

Name of the avatar : _____

Sociodemographic attributes

Age: _____ Nb kids : _____
Gender: _____ Occupation: _____
Marital status: _____ Monthly net income: _____
Country of residence: _____ Education: _____
high school, undergrad, graduate,
other: _____
City: _____

Lifestyle

Fitness level:
Low / average / competitive
Social life:
*None / occasional / regular / party
animal*
Community involvement:
None / occasional / regular / leader

Media and cultural preferences

Last book they read: _____ Digital literacy: *Low / average / strong*
Their preferred TV show: _____ Extra professional activities: _____
Social media they use on a daily basis:
Facebook / Instagram / Snapchat / LinkedIn / Twitter / Youtube

Last movie (movie theater or Netflix) : _____