

Alice
25 years old
Millennials ABC1

Politics: Conservative
Profession: Travel
and Hospitality

Disneyland

UK



Likes to spend
time with family

A 1997 Gallup survey
found that 9 in 10 children
(Millennials) reported high
levels of closeness with
their parents (White House,
2016).



Compassionate
however can be
fussy sometimes

According to New York
Cares, 51.3% of their
volunteers are under the
age of 30 (Bailey, 2016).



Hobbies: Travel
and Holidays

Millennials take an average
of 4.2 trips a year and in
the US 100% of millennials
said they have traveled in
the past year (Patrick,
2016).



Spends 50+ hrs
online and 46-50
hrs of TV per
week

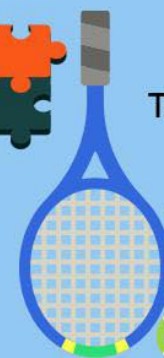
In 2014, 90% of millennials
were using smart phones,
93% accessed the internet
and 53% owned a tablet
(Statistic, 2016).



Has about
£1000 extra
spend per
month



Interested in
Tennis, Ski Jumping
and puzzles



Favorite
Entertainment
(movie, actor, musician,
tv show)