

# CUSTOMER AVATAR

Developing a customer avatar will help you create a relevant and appealing brand that captures and engages your audience.

## DEMOGRAPHICS

Location (country, city)	
Age & Generation (Millennial, Gen Y)	
Education	
Work	
Yearly Income	
Accommodation (own home, renting)	
Family makeup (married, kids)	
Additional Information	

# INTERESTS

Brands and products they use and follow	
Social platforms	
Hobbies and enjoyment	
Food and Drink	
Sports	
Health and Wellbeing	
Additional Information	

# BEHAVIOURS

Online Activity	
Spending habits	
Purchases	
Entertainment	
Travel	
Health and Wellbeing	
Additional Information	

# 2018 NOVEMBER

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