

# Just Like Me?

|           | DEMOGRAPHICS |     |                    |                  |                          |                             |                  | PSYCHOGRAPHICS     |                 |             |            | BEHAVIORISTIC             |
|-----------|--------------|-----|--------------------|------------------|--------------------------|-----------------------------|------------------|--------------------|-----------------|-------------|------------|---------------------------|
|           | Sex          | Age | Ethnicity          | Education        | Occupation               | Life Stage                  | Religion         | Values             | Attitudes       | Personality | Life Style | Brand Loyalty             |
| Trent     | M            | 16  | White              | 11 <sup>th</sup> | N/A                      | Teen                        | LDS              | Family             |                 | Shy         |            |                           |
| Zac       | M            | 16  | White              | 11 <sup>th</sup> | Sheep Herder             | Teen                        | LDS              | Family             |                 | Loud        | Limited    | Mountain Dew              |
| Taylor    | F            | 18  | White              | 12 <sup>th</sup> | Cashier,<br>Telemarketer | Teen                        | LDS              | Family             |                 | Outgoing    |            |                           |
| Nic       | M            | 16  | White              | 11 <sup>th</sup> | Cleaning Cars            | Teen                        | LDS              | Family             |                 | Quiet       |            |                           |
| Josh      | M            | 17  | White              | 12 <sup>th</sup> | Janitorial               | Teen                        | LDS              | Family,<br>Friends | Optimistic      |             |            | G Unit                    |
| Jared     | M            | 18  | White              | 12 <sup>th</sup> | Farming                  | Teen                        | LDS              | Family             | Disconcerted    | Dopey       | Academic   | J Garcia Ties             |
| Breann    | F            | 16  | White              | 11 <sup>th</sup> | Housecleaning            | Teen                        | LDS              | Family,<br>Friends |                 | Social      | School     | Fossil                    |
| Stephanie | F            | 16  | White              | 11 <sup>th</sup> | N/A                      | Teen                        | LDS              | Family             | Optimistic      | Quiet       |            |                           |
| Kellie    | F            | 17  | White              | 12 <sup>th</sup> | Food service             | Teen                        | LDS              | Family,<br>Friends | Optimistic      | Bubbly      |            |                           |
| Ashlen    | F            | 18  | White              | 12 <sup>th</sup> | N/A                      | Teen                        | LDS              | Family,<br>Friends |                 | Mellow      | Laidback   | Estee Lauder              |
| Tess      | F            | 15  | White              | 10 <sup>th</sup> | N/A                      | Teen                        | Catholic         | Family             | Optimistic      | Bubbly      | FFA        |                           |
| Tawnee    | F            | 15  | Hispanic/<br>White | 10 <sup>th</sup> | Construction             | Teen                        | Catholic,<br>LDS | Family,<br>Friends | Perfectionistic | Sarcastic   | Music      | Coke, Chevys              |
| Chad      | M            | 16  | White              | 10 <sup>th</sup> | N/A                      | Teen                        | None             | Family             | Optimistic      | Nerd        | Music      | Mountain Dew,<br>Converse |
| Kacee     | F            | 17  | White              | 11 <sup>th</sup> | Ice Cream<br>Scooper     | Teen                        | Catholic,<br>LDS | Family,<br>Friends | Funloving       | Loud        | DECA       | Shoes                     |
| Mrs. S    | F            | 34  | White              | Masters          | Teacher                  | Married<br>with<br>Children | Baptist          | Family,<br>Friends | Optimistic      | Loud        | Laidback   | Diet Coke                 |