

AUTOMOTIVE PROFILE FOR PRIME OPINION

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|--|---|
| <ol style="list-style-type: none"> 1. Age
26 – 30 2. Gender
Female/Male 3. Location - 4. Household
3 (you, your kid and spouse) 5. Primary vehicle
2014 Toyota corolla 6. Purchased type
Used 7. Mileage
90,000 miles 8. Condition
Good 9. Vehicle color
White 10. Secondary vehicle
(If applicable) 11. Vehicle Type
SUV 12. Ownership status
Owned (Paid off) 13. Purchase type
Used 14. Purchase year
2018 15. Mileage
90,000 miles 16. Condition
Good | <ol style="list-style-type: none"> 17. Vehicle color
White 18. Income before taxes
£24,000 - £40,000 19. Income after taxes
£18,000 20. Insurance provider
Progressive 21. Coverage type
Full coverage 22. Monthly premium
£45 23. Next planned vehicle purchase
Within the next 3yrs 24. Type of vehicle considered
Compact SUV or Crossover (Honda, Subaru forester) 25. Purchase considerations
Reliability, cost, fuel efficiency 26. Preferred brands
Toyota, Honda, Subaru 27. Budget for next vehicle
£12,000 - £18,000 28. Favorite and brands for parts and fluids
Pennzoil (oil), Goodyear (Tyres) 29. Preferred automotive magazines/websites
Edmunds, Kelly Blue Book 30. Willingness to pay for Green features?
Willing if it is aligns with budget and cost savings |
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MEDIA AND ENTERTAINMENT PROFILE

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| <ol style="list-style-type: none"> 1. Age
26 – 30 2. Gender
Female/Male 3. Household size
2 (single parent with one child) 4. Location - 5. Daily screen time
3– 4 hours a day on screens 6. Primary media sources
Streaming services, watching videos online 7. Preferred devices
I mainly use my smartphone, tablet and SmartTV 8. Streaming platforms
Netflix and Disney+ | <ol style="list-style-type: none"> 9. Monthly subscriptions
£16 for streaming services 10. News
Through social media and new apps 11. How many times do you check the news
Several times a week 12. New topics
Family, parenting news, local updates 13. News outlets
BuzzFeed and Local news websites 14. Music you love
Pop, Soft rock, family friendly tunes 15. How many times do you listen to music?
Daily 16. Active social media platforms
Instagram, Facebook, Tiktok 17. Social media time spent |
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18. *1 – 2 hours a day*
Movie genre
Family movies, animated films
19. Recent movies watched
The Little Mermaid, Encanto
20. Movie series
Bluey, The Office
21. Time spent on watching movie
Movie night once a week
22. Games genre
Casual and puzzle games
23. Recent games played
Candy crush, Toca life
24. Monthly cash on games
£5
25. Gaming hours
1 – 2 hours
26. Reading format
Ebooks and listen to audiobooks
27. Money spent on books
£3
28. Time spent on reading
I read occasionally
29. Hobbies
Family outings, cooking and doing arts and crafts
30. Preferred genres for media
I prefer content that is entertaining and suitable for the whole family
31. Income before taxes
£28,000
32. Income after taxes
£18,000

FOOD AND CONSUMER PRODUCTS PROFILE

1. Age
28
2. Gender
Male/Female
3. Location
4. Household
2
5. Primary stores
Walmart, Aldi, local grocery stores
6. Grocery budget
£150
7. Shopping frequency
Every week
8. Preferred types of products
Affordable and practical items
9. Common things purchased
Fresh fruits, veggies, dairy products, frozen meals
10. Favorite cuisines
American and Italian food, especially easy and quick recipes
11. Cooking frequency
Several times a week
12. Snacks
Chips, yogurt, fruit
13. Weekly dining out
I don't dine out much
14. Monthly spending on household products
£30
15. Typical purchases
Cleaning supplies, toiletries, laundry detergent
16. Interest in new products
I'm open to trying new products if they're affordable
17. Preferred beverages
Drink water, coffee, occasionally have soft drink
18. Typical meals
We often have pasta dishes, stir fries and sandwiches
19. Dietary restrictions
I don't have any
20. Commonly used brands for home products
Store brands or affordable options
21. Income before taxes
£20,000
22. Income after taxes
£15,000

REAL ESTATE PROFILE

1. Age
26
2. Gender
Female
3. Location
4. Household size
3
5. Current living situation
Currently renting or owned
6. Monthly rent
£900
7. Number of bedrooms

- 2
- | | | | |
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| 8. | Type of residence
Mid-rise apartment | 16. | Saving for down payment
£1,000 per month
Saving up gradually for a future down payment |
| 9. | Length of residence or tenancy | 17. | Favorite features to see in listings
Clear photos, detailed descriptions |
| 10. | Preferred location
Something close to work and good schools | 18. | Factors in decision making
Affordability, location, safety |
| 11. | Interested in buying property?
When my finances are in a better place | 19. | Recent experience with agencies
Good experience but haven't bought a home yet |
| 12. | Purchase budget
Aiming for £150,000 and £200,000 | 20. | Location for new purchase
Within the city or nearby suburbs |
| 13. | Future renovations
Interested in updating the kitchen and bathroom | 21. | Income before taxes
£28,000 |
| 14. | Use of Real Estate agents?
I'd be open to working with an agent when ready | 22. | Income after taxes
£21,000 |
| 15. | Monthly budget for housing | | |

TEACHER'S PROFILE

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| 1. | Age
28 or 30 | 12. | Additional certification
None at the moment, but I'm interested in future training |
| 2. | Gender
Female/Male | 13. | Class size
20 – 25 students per class |
| 3. | Location | 14. | Work schedule
Full time |
| 4. | Household size
2 | 15. | Recent training
Attended workshops on classroom management |
| 5. | Current occupation
Teacher | 16. | Future goals
Looking to pursue additional certificates |
| 6. | Income before taxes
£26,000 | 17. | Classroom setup
Standard classroom with basic teaching materials |
| 7. | Income after taxes
£20,000 | 18. | Hobbies
Reading, outdoor activities, spending time with family |
| 8. | Teaching level
Elementary school | 19. | Professional interest
Passionate about creating engaging learning experiences |
| 9. | Years of experience
4yrs | | |
| 10. | School type
Public school | | |
| 11. | Degree earned
Bachelor's degree in education | | |

MORE PROFILES COMES IN ALONG THE WAY

LET'S ALL STAY UPDATED

MISS GREY DIGITAL'S