

ALEX



BIO

Alex is a 43-year-old married man living in a suburban area with his wife and two children. He holds a college degree and has a stable job, earning an upper middle-class income. Alex prioritizes his family's well-being, and he is passionate about fashion and beauty. He enjoys maintaining a healthy lifestyle and likes engaging in fitness activities and casual dining experiences with his loved ones.

SOCIAL NETWORKS

Facebook



Instagram



PERSONAL INFORMATION

- **Age:** 43
- **Gender:** Male
- **Education:** College Degree
- **Occupation:** Employed
- **Marital Status:** Married
- **Children:** Yes
- **Income Level:** Upper Middle Income
- **Location:** Suburban

HE CARES ABOUT

Vacations



Charity



Careful Spending



MOTIVATIONS

He gathers ideas and gets inspired by various content. He is a budget-conscious and price-sensitive consumer who conducts thorough online research and seeks quotes from webpages and social networks before making decisions. Furthermore, he carefully compares options based on appearance and price and frequently turns to the internet and magazines for ideas and inspiration.