

# Client Profile

Category	Gender	Age	Market Segment	Occupation	Location (Residence)	Education	Family Status	Nationality	Interests/ Hobbies
High School Students	F	12-18	A/B/C	Students	Kingston, St. Andrew, St. Catherine	Secondary	Single w/o children	Jamaican	School Pride, Social Media, Sports, Music, Socialising, Sex, Alcohol, Technology, Automobiles, Fashion, New Experiences, Phone/Bus Credit, Video Games, Education/Mentorship, Scholarship
Corporations - Private Sector	F	30-50	A/B/C	Directors, Executives, Managers, Non-Managers	Kingston, St. Andrew, St. Catherine	Tertiary +	Married w/children; Single w/children	Jamaican	Shopping, Fitness, Beauty, Status, Career, Family & Planning, Culture, Food & Cooking, Entertainment, New Experiences, Technology, Dating, Automobiles, Socialising, Sports, Travel, Community, Philanthropy
Homeowners / Private Consumers	F	35 - 60	A/B&C	Directors, Executives, Managers, Non-Managers	Kingston, St. Andrew, St. Catherine, Montego Bay, Mandeville	Tertiary +	Married w/children; Single w/children	Jamaican	Eco-Awareness, House-proud, DIY Projects, Food & Cooking, Fashion, Travel, Family, Socialising, Community, Philanthropy, Health & Fitness, Safety/Security, Tribe, Shopping