



Busy Crissy

“Listening is
the new reading”

(Audible)

Audible Subscriber

Kindle Subscriber

Demographics

- **Age:** 28
- **Location:** California
- **Education:** Masters degree
- **Gender:** Female
- **Ethnicity:** White
- **Marital Status:** single
- **Family:** no children
- **Job:** Social Media Manager
- **Income:** \$80,000
- **Home:** Suburban
- **Political Preference:** Democrat

Challenges & Pain

- Little time to socialize
- Hectic, stressful work life
- Mental fatigue
- Needs escape time

Sources

- Podcasts
- Social media
- Radio/NPR
- YouTube
- Medium

Interests

- Photography
- Movies
- Audiobooks
- Soundtracks
- Writing
- Riding horses

Devices Used

- Smartphone
- Tablet
- Laptop
- Smart speaker

Social Networks

- Facebook
- Twitter
- Instagram
- LinkedIn
- Wattpad

Where Listen

- Home
- Car
- Gym