

# Persona Cards

Each persona shares a twin who has a different income and lives in a different region of the country.

<p>Age Range: 20's Marital Status: single Occupation(s): Accountant Annual Household Gross Income: \$37,000 City of Employment: Boulder, CO Dependents: no Debt: car: \$600 student loans: \$100 credit card monthly minimum: \$250 alimony, child support, child care: 0</p>	<p>Age Range: 20's Marital Status: single Occupation(s): Accountant Annual Household Gross Income: \$39,000 City of Employment: New Haven, CT Dependents: no Debt: car: \$600 student loans: \$100 credit card monthly minimum: \$250 alimony, child support, child care: 0</p>
<p>Age Range: 40's Marital Status: divorced Occupation(s): Anesthesiologist Annual Household Gross Income: \$280,000 City of Employment: Los Gatos, CA Dependents: yes Debt: car: \$500 student loans: 0 credit card monthly minimum: \$300 alimony, child support: \$9000</p>	<p>Age Range: 40's Marital Status: divorced Occupation(s): Anesthesiologist Annual Household Gross Income: \$228,000 City of Employment: Honolulu, HI Dependents: yes Debt: car: \$500 student loans: 0 credit card monthly minimum: \$300 alimony, child support: \$9000</p>
<p>Age Range: 40's Marital Status: married Occupation(s): Anesthesiologist Annual Household Gross Income: \$280,000 City of Employment: Los Gatos, CA Dependents: yes Debt: car: \$500 student loans: 0 credit card monthly minimum: \$300 alimony, child support, child care: 0</p>	<p>Age Range: 40's Marital Status: married Occupation(s): Anesthesiologist Annual Household Gross Income: \$228,000 City of Employment: Honolulu, HI Dependents: yes Debt: car: \$500 student loans: 0 credit card monthly minimum: \$300 alimony, child support, child care: 0</p>
<p>Age Range: 50's Marital Status: married Occupation(s): Architect, Art Manager Annual Household Gross Income: \$125,000 City of Employment: Dallas, TX Dependents: no Debt: car: \$1000 student loans: 0 credit card monthly minimum: 0 alimony, child support, child care: 0</p>	<p>Age Range: 50's Marital Status: married Occupation(s): Architect, Art Manager Annual Household Gross Income: \$144,000 City of Employment: Boston, MA Dependents: no Debt: car: \$1000 student loans: 0 credit card monthly minimum: 0 alimony, child support, child care: 0</p>
<p>Age Range: 20's Marital Status: single Occupation(s): bartender Annual Household Gross Income: \$15,500 City of Employment: New Orleans, LA Dependents: no Debt: car: 0 student loans: 0 credit card monthly minimum: \$300 alimony, child support, child care: 0</p>	<p>Age Range: 20's Marital Status: single Occupation(s): bartender Annual Household Gross Income: \$17,000 City of Employment: Chicago, IL Dependents: no Debt: car: 0 student loans: 0 credit card monthly minimum: \$300 alimony, child support, child care: 0</p>

<p>Age Range: 20's Marital Status: single Occupation(s): Cashier Annual Household Gross Income: \$18,000 City of Employment: Trenton, NJ Dependents: yes Debt: car: 0 student loans: 0 credit card monthly minimum: 250 child care: \$600</p>	<p>Age Range: 20's Marital Status: single Occupation(s): Cashier Annual Household Gross Income: \$17,000 City of Employment: Pittsburg, PA Dependents: yes Debt: car: 0 student loans: 0 credit card monthly minimum: \$250 child care: \$600</p>
<p>Age Range: 30's Marital Status: married Occupation(s): Fire Fighter, Staff Nurse Annual Household Gross Income: \$69,000 City of Employment: Green Bay, WI Dependents: yes Debt: car: \$350 student loans: 0 credit card monthly minimum: \$150 child care: \$800</p>	<p>Age Range: 30's Marital Status: married Occupation(s): Fire Fighter, Staff Nurse Annual Household Gross Income: \$94,000 City of Employment: New York City, NY Dependents: yes Debt: car: \$350 student loans: 0 credit card monthly minimum: \$150 child care: \$800</p>
<p>Age Range: 50's Marital Status: married Occupation(s): Head Coach - college Annual Household Gross Income: \$70,000 City of Employment: Portland, OR Dependents: yes Debt: car: 0 student loans: 0 credit card monthly minimum: \$400 alimony, child support, child care: 0</p>	<p>Age Range: 50's Marital Status: married Occupation(s): Head Coach - college Annual Household Gross Income: \$75,000 City of Employment: Kansas City, KS Dependents: yes Debt: car: 0 student loans: 0 credit card monthly minimum: \$400 alimony, child support, child care: 0</p>
<p>Age Range: 30's Marital Status: divorced Occupation(s): lawyer Annual Household Gross Income: \$71,000 City of Employment: Albuquerque, NM Dependents: yes Debt: car: \$500 student loans: 0 credit card monthly minimum: \$500 child support: \$2,000</p>	<p>Age Range: 30's Marital Status: divorced Occupation(s): lawyer Annual Household Gross Income: \$75,000 City of Employment: Richmond, VA Dependents: yes Debt: car: \$500 student loans: 0 credit card monthly minimum: \$500 child support: \$2,000</p>
<p>Age Range: 40's Marital Status: married Occupation(s): Loan Officer Annual Household Gross Income: \$93,000 City of Employment: San Francisco, CA Dependents: yes Debt: car: 0 student loans: 0 credit card monthly minimum: 0 alimony, child support, child care: 0</p>	<p>Age Range: 40's Marital Status: married Occupation(s): Loan Officer Annual Household Gross Income: \$51,000 City of Employment: Boise, ID Dependents: yes Debt: car: 0 student loans: 0 credit card monthly minimum: 0 alimony, child support, child care: 0</p>
<p>Age Range: 30's Marital Status: married Occupation(s): Mechanic, Hair Stylist Annual Household Gross Income: \$56,000 City of Employment: Orlando, FL Dependents: yes Debt/Other Monthly: car: \$400 student loans: 0 credit card monthly minimum: \$150 child care: \$600</p>	<p>Age Range: 30's Marital Status: married Occupation(s): Mechanic, Hair Stylist Annual Household Gross Income: \$58,000 City of Employment: Nashville, TN Dependents: yes Debt/Other Monthly: car: \$400 student loans: 0 credit card monthly minimum: \$150 child care: \$600</p>

<p>Age Range: 40's Marital Status: divorced  Occupation(s): Painter  Annual Household Gross Income: \$36,000  City of Employment: Manchester, NH  Dependents: yes  Debt:  car: 0  student loans: 0  credit card monthly minimum: \$200  alimony, child support: \$750</p>	<p>Age Range: 40's Marital Status: divorced  Occupation(s): Painter  Annual Household Gross Income: \$37,000  City of Employment: Las Vegas, NV  Dependents: yes  Debt:  car: 0  student loans: 0  credit card monthly minimum: \$200  alimony, child support: \$750</p>
<p>Age Range: 30's Marital Status: single  Occupation(s): Pharmaceutical Sales  Annual Household Gross Income: \$50,000  City of Employment: Atlanta, GA  Dependents: no  Debt:  car: \$650  student loans: \$100  credit card monthly minimum: \$550  alimony, child support, child care: 0</p>	<p>Age Range: 30's Marital Status: single  Occupation(s): Pharmaceutical Sales  Annual Household Gross Income: \$50,000  City of Employment: Salt Lake City, UT  Dependents: no  Debt:  car: \$650  student loans: \$100  credit card monthly minimum: \$550  alimony, child support, child care: 0</p>
<p>Age Range: 60's Marital Status: married  Occupation(s): Retired  Annual Household Gross Income: \$60,000  City of Residence: Anywhere you choose , AZ  Dependents: no  Debt:  car: 0  student loans: 0  credit card monthly minimum: 0  alimony, child support, child care: 0</p>	<p>Age Range: 60's Marital Status: married  Occupation(s): Retired  Annual Household Gross Income: \$60,000  City of Employment: Anywhere you choose, ID  Dependents: no  Debt:  car: 0  student loans: 0  credit card monthly minimum: 0  alimony, child support, child care: 0</p>
<p>Age Range: 70's Marital Status: widowed  Occupation(s): Retired  Annual Household Gross Income: \$20,000  City of Employment: Anywhere you choose, AL  Dependents: no  Debt:  car: 0  student loans: 0  credit card monthly minimum: 0  alimony, child support, child care: 0</p>	<p>Age Range: 70's Marital Status: widowed  Occupation(s): Retired  Annual Household Gross Income: \$20,000  City of Employment: Anywhere you choose, SC  Dependents: no  Debt:  car: 0  student loans: 0  credit card monthly minimum: 0  alimony, child support, child care: 0</p>
<p>Age Range: 30's Marital Status: single  Occupation(s): Software Engineer  Annual Household Gross Income: \$66,000  City of Employment: Seattle, WA  Dependents: no  Debt:  car: \$400  student loans: 0  credit card monthly minimum: \$150  alimony, child support, child care: 0</p>	<p>Age Range: 30's Marital Status: single  Occupation(s): Software Engineer  Annual Household Gross Income: \$65,000  City of Employment: Washington, DC, District of Columbia  Dependents: no  Debt:  car: 0  student loans: \$50  credit card monthly minimum: \$200  alimony, child support, child care: 0</p>
<p>Age Range: 20's Marital Status: married  Occupation(s): Teacher, Teacher  Annual Household Gross Income: \$86,000  City of Employment: Los Angeles, CA  Dependents: no  Debt:  car: \$600  student loans: \$150  credit card monthly minimum: \$350  alimony, child support, child care: 0</p>	<p>Age Range: 20's Marital Status: married  Occupation(s): Teacher, Teacher  Annual Household Gross Income: \$70,000  City of Employment: Cheyenne, WY  Dependents: no  Debt:  car: \$600  student loans: \$150  credit card monthly minimum: \$350  alimony, child support, child care: 0</p>