# Digital Customer Persona

|  |  |
| --- | --- |
| **Demographics**   * Age * Sex * Occupation * Income * Geographic area * Other relevant data |  |
| **Psychographics**   * Attitudes * Behaviour * Motivation * Buying habits * Purchase choices |  |
| **Webographics**   * Internet usage * Social media usage * Search behaviour * Devices used * Browsers used * Email use * Time of day * Duration |  |