



Race <ul style="list-style-type: none"> ○ Caucasian ○ Black ○ Asian ○ Native Amer. ○ Other 	Economic Bracket <ul style="list-style-type: none"> ○ top 5% U.S. ○ upper middle ○ middle ○ working ○ poor 	Country of Origin <ul style="list-style-type: none"> ○ USA ○ Germany ○ China ○ Ethiopia ○ Britain ○ Vietnam ○ Other 	Physical ability <ul style="list-style-type: none"> ○ athlete ○ good condition ○ fair condition ○ couch potato ○ handicapped
Gender <ul style="list-style-type: none"> ○ male ○ female ○ trans-gendered 	Education <ul style="list-style-type: none"> ○ grade school ○ high school ○ college ○ masters ○ doctorate 	Geographic roots <ul style="list-style-type: none"> ○ NE, US ○ South, US ○ West, US ○ Mid-west, US ○ Non-U.S. 	Marital status <ul style="list-style-type: none"> ○ married ○ single ○ divorced ○ signif. other ○ same sex partner
Generation* <ul style="list-style-type: none"> ○ Traditional (over 70) ○ Baby Boomer (53-70) ○ Gen X (36-51) ○ Millennial (16-35) 	Religion <ul style="list-style-type: none"> ○ Christian ○ Jewish ○ Muslim ○ Buddhist ○ Hindu ○ Taoist ○ Atheist ○ Other 	Appearance <ul style="list-style-type: none"> ○ gorgeous ○ appealing ○ average ○ challenged 	Occupation <ul style="list-style-type: none"> ○ executive ○ lawyer ○ accountant ○ human resources ○ technology ○ athlete ○ consultant ○ retired ○ other
Sexual orientation <ul style="list-style-type: none"> ○ heterosexual ○ gay/lesbian ○ transsexual ○ bisexual 	Personality/style** <ul style="list-style-type: none"> ○ driver ○ analytic ○ amiable ○ expressive 	Parental status <ul style="list-style-type: none"> ○ mother ○ father ○ no children 	Addictions <ul style="list-style-type: none"> ○ alcohol ○ drugs ○ work ○ coffee ○ other

*Ages as of 2016 based on the cut-off dates for generations used in the author's workshops

**This is based on one of many "style" instruments, Social Styles www.tracomcorp.com