



Edward Engineering

Age	23
Gender	Male He / him
Job	Graduate
Income	£-
Marital status	Single
Education	Graduate
Location	Hull (urban)

Representation

The persona Edward is representative for 13% of the data. Total data amounts to 46,000,000 data points.

Biography

Edward is a 23-year-old college graduate living in Hull, East Yorkshire. He recently graduated with a degree in mechanical engineering. Edward loved university, especially the labs and the equipment there. For a long time, he was undecided if he should seek a post-graduate program or leave university. In the end, life in a relatively small college town made the difference. Edward wants to live in a large city like London.

Needs

Edward understands that he and his degree is in high demand in certain industries. He would like to work in aerospace. He devoured every last bit of information about the aerospace research that took place at his university. In the end, he focused his studies on ground vehicles and is hoping to work on Mars rovers one day. For now, he is focusing on car manufacturers as the first employment.

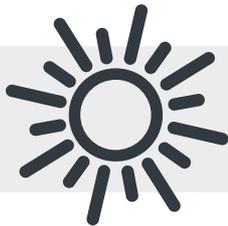
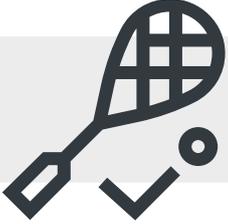
Go-to

- Edward is not sure where to apply. He always loved cars but without a particular brand focus. He does not know if he should apply to Tesla, as they are the future, start working at a smaller start-up or go with one of the renowned old-school car manufacturers. Just working on gasoline-burning dinosaurs just not seems right.
- Edward is not afraid of hard work and long hours. But he does not want to be burned out without reason.
- City-life: Edward wants to live in a big anonymous city for once. He is from a smaller northern town and spent the last four years in Hull. He wants to experience big city life.
- Further training: Edward decided to stay at University for a postgraduate degree. He wants to learn even more after leaving University. His future employer should offer training or classes to educate the employees further.



Edward Engineering

Single, male, urban, graduate



13%

Interests

Squash

Edward played squash at University and liked it. He would love to keep on playing and hopes that his future place of living has a club or groups near-by where he can play.

Running

Edward likes to be in shape. His daily routine consists of a 5 mile run early in the morning. He enjoys running through the parks around Humberside.

Emotions

Anticipation

Edward is looking forward to starting working. He hopes to work on something meaningful, even if he knows that no major project will be handed over to a recent university graduate.

Fear

Edward does not like uncertainty. He is not afraid of moving and finding a place to live or a new job, but he would like to know instantly where he will be going.

Representation

Edward represents a segment of mechanical engineering graduates who know roughly what industry they want to work in but have no single company as a dream employer. Additionally, he is representative of graduates who want to do something