

5.1_E

Photograph	Type Of Car	Gender	Age	Marital status	Occupation	Income	Personality/ Lifestyle
1	small car						
2	luxury car						
3	sports car						
4	sports utility vehicle (SUV)						
5	electric car						
6	large car/ saloon/ family car						

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Answers

Photograph	Type Of Car	Gender	Age	Marital status	Occupation	Income	Personality/ Lifestyle
1	small car	female	any age	single, married, married no children	housewife, retired, student	middle to low income	careful, conventional, traditional
		male	elderly or young				
2	luxury car	female, male	middle-aged, elderly	probably couple with no children	higher managerial, company director	very wealthy	traditional, conventional
3	sports car	female, male	in their 20s–30s	single	white collar/ higher professional/ managerial	wealthy	risk-taker, impulsive, cool, fashionable
4	sports utility vehicle (SUV)	female, male	middle-aged (late 30s–50s)	married couple with children	white collar/ professional/ managerial	middle to high income	cautious/careful driver, cares about safety, fashionable
5	electric car	female, male	young to older (30s–60s)	married couple, perhaps with children	any profession	middle income	careful, environmentally conscious
6	large car/ saloon/ family car	female, male	middle-aged, elderly	probably married, may have children	successful business person, company director, CEO	well off	careful, not environmentally conscious