

NATIONAL QUILTERS CIRCLE

Brand Persona



CONNIE QUILTER



Age: 70

Annual Household Income:
\$50,000

Employment: Retired

Marital Status: Married

Connie quilts for fun, relaxation, and as a creative outlet. She likes the detailed patterns and intricate work of quilting. It helps to keep her mind sharp and focuses. Connie loves to make things for her family and friends so she can leave a piece of herself with them. She doesn't sell her quilts, but is happy to donate them to a local charity.

"Quilting lets me be creative while learning something new. I love the challenge to create beautiful things and to make my own quilts. After making quilts for my grandkids, I am donating new quilts to a local hospital."

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced