

Healthy Runner

Age: 71



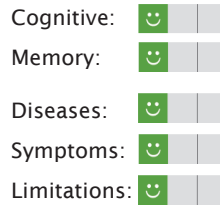
Family & Home



Social contacts



Income



About & Family:

Andreas is married and has no children, but he has two younger brothers. His wife has a 94-year-old mother who lives in a nursing home.

Andreas worked as a pharmacist and is now retired. He has no financial problems and is very healthy.

Health

He has no diseases or age-related limitations and takes good care of himself, since he aims to stay healthy until he is 90.

He is normal weight and very fit for his age. He has needed glasses since he was 20. He also needs reading glasses.

Social

Andreas is a minimalist who likes being in nature. He runs regularly, enjoys cycling and does yoga. He is interested in alternative medicine such as homeopathy. He is socially active together with his wife and enjoys his free time after many years of work.

Technology Usage

Andreas does not like using technological devices such as mobile phones. He thinks that they are not healthy to use. He still writes letters and uses a land-line phone. His primary sources of information are newspapers, radio and TV - but he watches only the news. The only electronic devices he has are a hi-fi system and an MP3-player that he uses when he goes for running.

Limitations/Difficulties in

none

Diseases

none

Symptoms

none

Psychographics

active,
positive,
hopeful,
optimistic,
happy,
enthusiastic

Drugs

none
[Hearing](#)
good
[Eyesight](#)
glasses
[Educational level](#)
medium
[Risks](#)
none

General attitude towards technology

negative

Devices in use

TV
radio
hi-fi system
MP3-player

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