

THE SWEET SPOT OF AN UNTAPPED MARKET

Health Clubs and Fitness Centers

MEET LISA DIAZ, GYM CLASS ENTHUSIAST

Lisa can be found at her local gym on weekday mornings, taking classes such as Pilates, yoga and spin before she heads to work. Susan likes to workout because it relieves her stress and it's personally gratifying. She tries to make it to the gym 4-5 times a week and pays close attention to her nutrition and how she treats her body.

Who is She?

- Lisa Diaz is a 32 year old Latin American woman living in Miami, FL. She is happily married to her husband, Vincent of three years and is excited to expand her family within the next two years.
- Lisa and Jim are an upper middle class family that owns a home in the suburbs of Boca Raton, FL with an annual household income of \$140K.
- Lisa is a graduate of Miami University where she played intramural volleyball. She is a professional working woman in a PR Firm and earns \$65K annually.
- Lisa and Vincent own two cars, one truck and one SUV and own a three-year old Labrador retriever.

What is She Doing?

- Lisa works over 50+ hours a week, but finds time to workout, socialize with her friends and go out to dinner.
- Lisa spends money on products that improve her appearance and her health such as makeup, clothes and shoes.
- Lisa likes to spend her free time meeting her friends for drinks/dinner at the trendy restaurants in her town, shopping at the local boutiques and mall and unwinding during a manicure and pedicure.

What are Her Beliefs?

- Lisa values spending time with her family and goes home for holidays and special events.
- Lisa is a willing volunteer and enjoys giving her free time to charities and causes that are close to her heart.
- Lisa views herself as politically and socially involved, keeping track of the latest news as well as belonging to several public relations organizations within her community.
- Lisa views herself as well-educated and health conscious, keeping track of her nutrition and activity levels

