

THE SWEET SPOT OF AN UNTAPPED MARKET

Community and Rec Centers

MEET KATE KENNEDY, YMCA ENTHUSIAST

Kate has two children and is expecting a third within the year. Kate belongs to her local YMCA where her children participate in a variety of classes and activities. On Tuesday and Thursday she comes to the community center for Tumbling Toddlers class, Mommy and Me ballet and often meets up with other mom's and kids for play dates. On Wednesdays and Fridays, Kate can be found participating in prenatal yoga classes and swimming laps, while her babysitter watches the children.

Who is She?

- Kate Kennedy is a 39 year old Caucasian woman from Seattle, WA. Kate is married to Robert Kennedy and they have two children, ages 3 and 6 years old and are expecting a third child.
- Kate and Robert lives in middle class suburb of Seattle. Robert is a software engineer for a local computer company. Kate is a stay at home Mom and they have a household income of \$100K.
- Kate and Robert own a 4-bedroom house in Seattle and also own two cars, a Honda and a mid-sized Toyota.

What is She Doing?

- Because Robert often times has to work late, Kate does all the shopping for the house. She spends a lot of time buying groceries at club stores and looking to save money through coupons and discounts.
- Kate and Robert focus a majority of their finances on the children including paying more for their nutrition, clothes and entertainment. Kate takes the kids to the zoo, museum or for a play date at least one time a week. She also spends a good amount of money on her membership to the YMCA and the classes her children attend there.
- Once a month, Kate goes out with her girlfriends to catch up and drink margaritas. She has a babysitter come two days a week for the morning hours so she can go workout, meet up with friends for coffee, get a manicure or haircut or finish her errands without the children.
- Kate spends a lot of time reading and researching products for her child to ensure she is keeping them as healthy and active as possible.

What are Her Beliefs?

- Kate often worries about her children's future. Two years ago she and Robert moved the family to a more affluent neighborhood so her children would have a better education.
- Her family comes first and making sure she is providing the children with nutritional products is important to her.
- Kate and Robert frequently take trips with the kids on the weekend to educate them on their country and state. They also believe that eating together every night is important.
- Kate finds herself to be knowledgeable on politics and government and reads the newspaper every morning. She is very focused on education and environmental laws and wants the world to be a safe place for her kids.