

THE SWEET SPOT OF AN UNTAPPED MARKET

Endurance 5k

MEET SARAH JOHNSTON, 5K RUNNER

Sarah enjoys running in the morning and likes to go to the gym to lift weights 2-3 days a week. On Saturdays, Sarah goes on longer runs or take spin class before she begins her day. Sarah works out frequently with her boyfriend in the morning before work. She exercises to stay healthy and relieve her stress, as well as to maintain her weight and fit into her favorite jeans.

Who is She?

- Sarah Johnston is a 29 year old Caucasian female from St. Louis, MO. She owns a loft in downtown St. Louis with her boyfriend, Jake Wilson.
- Sarah has a HHI of \$67K and drives an Audi.
- Sarah graduated from Washington University in St. Louis and received her masters in law at the University of Missouri. She currently works at a law firm in St. Louis and works 50+ hours a week.
- She owns a golden retriever named Jacks and buys him premium dog products to keep him healthy.

What is She Doing?

- Sarah is online 6-8 hours a day and owns a blackberry, laptop and iPhone to stay connected to her work and life. Sarah loves to listen to music as she works out and goes to work.
- Sarah and Jake run 5K's together and sign up for races online. They also go online to find healthy recipes, new products and services to make their time more efficient and communicate with friends and family through social networks and email. Sarah constantly shops online and buys books and apparel from her favorite sites.
- In her free time, Sarah likes to hang out with her friends and family, go out to movies and read her fitness and political magazines.
- Sarah registered for a 10K race in the fall and has started a training program to get prepared for the race. To prepare for the race she also has bought new running shoes and attire.
- Sarah and Jake frequently eat out and go to healthier establishments around town for organic and vegetarian options.

What are Her Beliefs?

- Sarah belongs to several charitable organizations and does volunteer work through her company's community services. Most of the 5Ks Sarah runs are for her favorite charities.
- Sarah is very competitive and driven. She fears saving enough money for retirement and getting married.
- Sarah constantly works to manage her time and buys products and services to help her do this. She stresses out easily about her body image and is always watching what she eats.

Sources:

(April, 2008) Comscore Active.com Report, Running USA. (2007) Active.com Consumer Survey Feedback. (2007) State of the Sport Part II: U.S. Runner Demographics. Coolrunning.com.