



THE SWEET SPOT OF AN UNTAPPED MARKET

Social Sports

MEET KEITH EVANS, TENNIS ENTHUSIAST

Keith plays tennis 2-3 times a week when he's not traveling for business. He frequently plays with friends and family at his country club and also participates in his local communities' traveling tennis team with his doubles partner and business associate, Larry Worden. Keith likes to buy the latest tennis product and gear to improve his and his families' game and is willing to pay top dollar if it's a product that will help him.

Who is He?

- Keith Evans is a 48 year old Caucasian male living in Irvine, CA. Keith is happily married to his wife of 15 years, Jill Evans and is the proud parent of Matthew, age 12 and Jonathan, age 10.
- They are an upper middle class family and own a 5-bedroom home in the suburbs of Irvine. They have an annual household income of \$160K.
- Keith is a college graduate of UCLA and earned his Master's degree at USC. He works as a Director of Marketing for a consumer package goods company in Los Angeles.
- Keith drives a Lexus and his wife, Jill drives a Mercedes.

What is He Doing?

- Keith is known as a hard worker and travels 2-3 times a month for work.
- Keith uses both a work Blackberry and wireless laptop to communicate with clients and colleagues. He is constantly using his personal iPhone to stay in touch with the latest news and sports. He also likes to download marketing seminars and conferences to listen to when he is traveling for business.
- Keith and Jill like to frequent plays, gallery openings, museums and their country club restaurant on their spare time. They socialize with a group of married friends and frequently throw house parties and gatherings.
- Keith earns reward points when traveling for business that he uses to take his family on vacations 2-3 times a year and stays at upscale hotels and resorts.

What are His Beliefs?

- Keith worries about saving for retirement and for his kid's college funds. He works closely with a financial adviser and has created several retirement accounts. He also likes to test his luck in the stock market and has created investment funds within his financial portfolio.
- Keith enjoys spending quality time with his family and spends a lot of time on the weekends watching his kids' sports activities.
- Keith values healthy eating and takes care of himself. When traveling, he'll spend more money to eat at upscale restaurants and stay at hotels with exercise equipment.

** Social Sports Include Tennis, Sailing and Golf*

Sources: (2007) Active.com and eTeamz Consumer Feedback Survey. USTA, NSGA, SGMA, Tennis Industry Association