



THE SWEET SPOT OF AN UNTAPPED MARKET

Golf

MEET GARY ROGERS, GOLFING ENTHUSIAST

Gary likes to play golf at least two weekends a month and he'd like to play more, but he also likes to spend time with his kids. Gary golfs at his local country club with colleagues, friends and clients. Gary is concerned about his golfing game and likes to hit balls at the driving range once a month with his wife, who is taking up the sport. Gary also likes to play different golf courses around the world when he travels for business or on vacation.

Who is He?

- Gary Rogers is a 44 year old Caucasian male living in Charlotte, NC. Gary is married to his wife Jane, of 13 years and they have two kids ages 7 and 10.
- They are an upper middle class family that owns a 5-bedroom home with a two car garage in the suburbs of Charlotte.
- Gary is a college graduate of The University of North Carolina where he played baseball. He currently works as the Vice President of the Wachovia executive bank in Charlotte and he earns \$140k. Gary's wife, Jane, works part time at the library and earns \$20K.
- The Rogers family owns two cars, one luxury car and one SUV.

What is He Doing?

- Gary travels to other Wachovia branches in his district and to business functions at least 7 times a year. When traveling, Gary likes to work on his investment portfolio and go golfing whenever possible. Many of the business functions Gary attends are at golf courses.
- Gary and his family travel for vacation 2-3 times a year to resorts and cities within the U.S. They like to stay in higher end hotels and Jane likes to go to the spa, while Gary hits the golf course.
- He describes himself as being up on current events as he reads the newspaper daily, as well as keeping tabs on his stocks and sports on the Internet.
- Gary carries with him a Blackberry that he uses as his personal cell phone. He also owns a flat screen TV for his living room and three computers that he and his family use.
- Gary and Jane like to dine out at nice restaurants on a regular basis without the children.

What are His Beliefs?

- He views himself as well-educated and somewhat health conscious. He would like to have more time to exercise but considers his golf as being his exercise—both mentally and physically.
- Gary tries to stay healthy in regards to his eating habits and has to monitor his blood pressure level.
- Gary's family goes to church every Sunday and the kids attend bible study each week. Religion and faith are very important to the family.