

# MATT- THE BEER ENTHUSIAST



JUST YOUR AVERAGE BEER ENTHUSIAST WHO DRINKS WAY TOO MUCH BEER AND SPENDS WAY TOO MUCH TIME PICKING OUT HIS FANTASY FOOTBALL LINEUP

## DEMOGRAPHICS FOR MATT:

AGE: 25

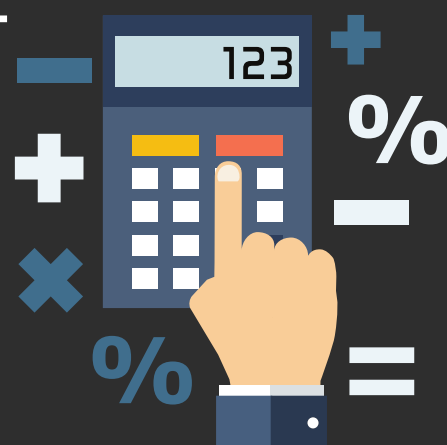
OCCUPATION: ENTRY LEVEL

ACCOUNTANT

INCOME: \$50,000

MARITAL STATUS: SINGLE

LIVES: DOWNTOWN ST. PAUL



## GOALS/CHALLENGES:



GOALS: GETTING PROMOTED AT WORK, BECOMING A CFO, MARRIAGE AND HAVING A FAMILY

CHALLENGES: LIMITED INCOME, TOXIC IDEA OF MASCULINITY

## FEARS/VALUES:

FEARS: BEING ALONE, VIKINGS LOOSING TO THE PACKERS

VALUES: TIME SPENT WITH FAMILY/FRIENDS

