

## Neal Newbie

### New, Adult, Hunter/Angler Persona



### Meet Neal

- 29 years old
- Grew up in Atlantic City but has fond memories of visiting his grandparents farm on vacation every summer
- Has lived with the same girl for 3 years
- No kids so far but they talk about it
- BA in English, works as a web developer
- Excited about hunting
- Loves buying gear
- Not sure he can pull the trigger when the time comes
- Genuine nice guy – loves to shop outdoor stories with retail clerks, friends, co-workers and family
- A little naive/innocent

### Motivations

- Apprehension about firearms
- Apprehension about killing
- Turned off by blood and guts
- Fear of becoming lost in the woods
- Fear of predators
- Fear of “crazies with guns”

### Relevant Objectives

- Higher quality food for himself and his family
- Help sustain the environment
- Get closer to nature
- Bragging rights

### Likely Media Outlets

- Heavy internet user
- Gardening, home improvement and outdoor blogs
- How-to YouTube videos
- Adventure blogs and YouTube videos
- Outdoor magazines and catalogues