

Demographics

Age: 44 years

Sex: Male

Location: 415 Sand Pine Dr Navarre, Florida (FL), 32566.

Education Level: Graduate

Occupation: Sales agent

Annual Income Level: \$ 223,000

Marital Status: Married

Language: English

Number of Family Members: 5

Background

David Beckham is a middle-aged man who is married to one wife and is a father of three children. He was born and raised in Florida; therefore, he has had many opportunities to witness natural disasters that occurred there throughout his life. Being a family man, it is now his duty to ensure the safety and security of his family as well as their family property. He also has the responsibility to teach his children on all the emergency preparedness measures they can use in the event of a natural disaster such as a hurricane. Therefore, he has to purchase supplies for emergency preparedness.

Goals

1. To ensure preparedness in case of a Hurricane
2. To ensure safety of family members in case
3. To keep all essential family property secure
4. To educate family members of emergency measures in case of natural disaster
5. To be able to re-establish himself eve after a natural disaster

Challenges

1. Cost restriction in acquiring the emergency preparedness supplies
2. Need for specific knowledge in the use of some specific emergency use equipment
3. Challenge in predicting when to buy perishable supplies such as surplus food in preparation for the emergency
4. Need to but a large number of supplies to serve himself and his whole family

Sources of Information

Books or magazines: Preppers long term survival guide, The disaster preparedness handbook: A guide for families, The preppers pocket guide

Blogs or websites: [fema.gov/blog](https://www.fema.gov/blog), projectpreparedness.com/blog, easyemergencyplan.com/blog

Gurus: Katie Krushinski, Marko Bourne

Others: The Urban Prepper Channel

CUSTOMER AVATAR

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