



# PATTY ALLEN

**AGE:** 40  
**GENDER:** Female  
**LOCATION:** Connecticut

## ABOUT

Patty Allen is a passionate mother of two and an oncologist based in Hartford, whose values strongly align with the Democratic Party. Her interests include raising her children to be curious about the outdoors and enjoying a nice glass of wine with her husband. Patty's favorite app on her phone is Facebook, where she shares photos of her family's adventures and is a member of several communities, including *The Outdoor Moms*.<sup>4</sup> It was in this group that Patty read a post by one of her friends paying homage to their family's hike around the waterfalls in the Finger Lakes. After researching the region's website, Patty finds that not only does the Finger Lakes offer abundant opportunities for her children to get exposed to on-water and off-water activities, but also enjoy more elevated amenities, such as family-friendly wine tastings.<sup>7</sup> After receiving more suggestions from moms in the group, Patty is confident she has planned the perfect family getaway.

### CITATIONS

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2. <https://blog.nwf.org/2012/07/voters-across-the-political-spectrum-agree-kids-need-to-get-outdoors/>
3. <https://sproutsocial.com/insights/gen-x-social-media/>
4. <https://www.facebook.com/groups/1348906872383735/>
5. <https://www.visitfingerlakes.com/listing/grimes-glen-park/198/>
6. <https://www.canadicalakeoutfitters.com/>
7. <https://atlasflx.com/wineries/heron-hill>
8. <https://pmc.ncbi.nlm.nih.gov/articles/PMC8623911/>
9. <https://www.savethechildren.org.uk/news/media-centre/press-releases/2022/children-today-far-less-likely-to-play-outside-than-their-grandparents>

## PERSONALITY

**Free-Spirited**

**Confident**

**Ambitious**

**Caring**

**Social**



## PAIN POINTS

**Time:** Despite Patty's eagerness to explore the outdoors, finding time to take off from her demanding job as an oncologist to nurture her love for nature can be pretty challenging.<sup>8</sup>

**Traveling with kids:** Although Patty would love to wake up for a sunrise hike each day, outdoor activities may be less realistic for her younger children to be interested in.<sup>9</sup>

## SOCIAL MEDIA USE



90 MINUTES



OPENING THE APP  
TIMES PER DAY