



# Sam McCartney

Age: 20

Occupation: Student

Status: Single

Location: Denver

## Goals

He wants to get through school and find a job that he loves. He hopes to be able to stay active and eat healthy without spending too much.

## Bio

Sam is a second year student at MSU Denver. He's studying computer information systems and hopes to be able to get a good job when he graduates. He's done his research about how sitting at a desk, in front of a computer every day can have adverse effects on overall health and has made a point to keep active and eat healthy. He's tried to convince his roommates to join him on his health kick but they can't be budged. He works part-time, mostly nights after school and on weekends in order to make ends meet and be able to afford a place to live. Money is a tight for all the roommates and the cost of eating healthy always seems so much more daunting than just going to the closest fast food joint so they tend to wind up there, despite Sam's best efforts. He wants to make a change and move toward living healthier, starting with what he puts into his body.

## Motivations

- Remembering that school is only temporary, soon he'll be out in the world, doing what he loves.
- Eating healthy and being active.
- Easy and accessible food options.
- Establishing himself in the work force and the housing market.

## Fears and Frustrations

- Roommates are not active and do not eat healthy.
- Not being able to afford healthy foods on a college student budget.
- Not having time to go grocery shopping or cook healthy meals for himself,

## Typical Activities

- Daily walk to school
- Daily run around the neighborhood
- Attend school Monday-Thursday