

OVERVIEW

Grace Becker is a 36 year old expectant mother of her second child. She is about 4 months into her current pregnancy and has a 4 year old daughter. Grace is Caucasian and of Irish descent as her grandparents immigrated to Canada. She has been married for 6 years to her husband Matt Becker. The couple along with their dog Reilly and their child Sarah reside in their home located in Burnaby. Grace works as a Financial Advisor at Canaccord Wealth Management which is located in Downtown Vancouver.

DEMOGRAPHIC INFORMATION

Grace Becker is currently 36 years old and in her 2nd trimester. Her husband Matt Becker is 37 years old and has been married to Grace for 6 years now. The couple is expecting their second child.

HOUSEHOLD AND LEISURE ACTIVITIES

Grace enjoys watching television in her spare time when she isn't taking care of her 4 year old daughter. Every night she enjoys sitting down with her family and talking about the day's events. Grace is also known to have a sweet tooth and likes to eat sugary treats.

A DAY IN THE LIFE

A normal day for Grace starts at around 7:00 am. The primary focus for her is getting her 4 year old daughter Sarah ready for pre-school. Her husband Matt is a contractor and makes his own work hours, though he typically gets up close to the time Grace herself does. After getting herself and her daughter ready Grace is out of the house no later than 8:00 am. As of right now Grace's day to day vehicle is her 2008 Toyota RAV 4, though she is looking to upgrade in the not too distant future. Her daughter's preschool is only a short drive away so she drops her off first. Grace herself must be in the office by 9:00 am. She normally arrives at around 8:40 – 8:45 am. Here it is her job to deal with clients directly in person or over the phone and advises them based on the information they are requesting. One unique aspect of her job is that she is not allowed to talk about her work as she deals with private and confidential client information that cannot leave the walls of her building.

Grace is done work at 5:00 pm at which point her husband has already picked up their daughter from school. Her husband is also responsible for feeding their dog Reilly. Grace grabs groceries once a week in order to minimize making several trips to the grocery every week. She is responsible for cooking most of her family's meals and enjoys sitting down with her family at the end of the day. After putting her daughter to bed she normally has an hour or two before she herself must go to bed which is around 9:00 to 10:00 pm.

TECHNOLOGY ATTRIBUTES

Grace uses a Blackberry Bold 9700 that her company has provided for her. Grace normally uses her Blackberry for work purposes and communicating with family and friends when she's out and about. If she wanted to do more with it (i.e. install an app) she would need her husband Matt to help her. The family does own a computer but only use it for entertainment purposes and browsing the internet every now and then. Grace views the television as her greatest source of entertainment and watches whenever she has the time.

REASONS & MOTIVATIONS FOR YOGA

Grace is in the yoga group due to her doctors orders, she has been advised that the exercise will help her relieve back pain. Grace specifically attends the yoga fitness class in order to relieve her back pain specifically as yoga helps strengthen the back muscles. Also yoga is said to be very therapeutic and will help Grace prepare for the delivery. Grace is a 2nd time mother and knows what to expect to some extent. She is also appreciative in taking yoga as a time to relax and get away from everything and take a break from her family including taking care of her daughter.

GOALS, FEARS AND ASPIRATIONS

One of Grace's major goals is to receive a promotion at work. She originally started out in data entry while working towards her degree. The company decided to give her advancement when she finally graduated and moved her into her the financial division as a general office clerk. She was then promoted to her current position after three years of dedicated work.

She aspires to become a manager or supervisor which she feels she would be able to handle. As she is currently 4 months pregnant Grace will eventually have to take time off work in-order to care for her new child. She knows that this may interfere with her career goals however creating a family that she wants has been on her agenda for years.

Though she is no stranger to childbirth, Grace still worries about the health of her soon-to-be born child but more so of herself for now. All she can do right now is stay healthy and focus on being a good mother once the child is born.