

Gary Beale, the paranoid libertarian

Gary is a proud American citizen who is suspicious of big government and its attempts to curtail civil liberties, especially in recent years.

“Gun control leads us on a slippery slope”

Profile:

Gary Beale was born and raised in a small town in Wisconsin and developed hostility and suspicion of big government when repeat gun control measures were passed and he learned more about how his tax payer dollars were being wasted by a distant government. He is in his mid 50's and is concerned about the status of Social Security and Medicare which he will rely on once he is retired.

What is important to him:

Government waste and abuse of power are his biggest concerns, he sees himself as an active citizen caring about the direction and future of the country. He wants a website that enables him to function as an active citizen who is engaged and up to date with the financial inner workings of the U.S. government.

Attitude:

Gary is suspicious of authority and those in power preferring power to be devolved to the lowest levels possible. To Gary, the internet is the ultimate tool for the sharing of information and a way for citizens to get involved regardless of location. Gary is able to meet like-minded people online and wants to discover websites that facilitate this.

Behavior:

Gary is an older man and was old when the internet became a thing, while perhaps more tech savvy than many of his peers the website would need to be easy to access and read. The layout would need to be simple, intuitive and functional with large font to make it easier to read. He wants a readily accessible website with a clean reading format that isn't inhibited by obnoxious clickbait ads. Gary is passionate and cares but he is also rational and would be willing to make decisions based on fact but would still go in with biases and preconceived notions.