



Executive Suites

Upscale Middle Age Mostly w/ Kids

Demographic Bio

The members of this group tend to be prosperous and active professionals and are above average in their use of technology, following sports on Instagram and Twitter. Executive Suites enjoy reading fashion and style magazines and participating in soccer and tennis.

Predictive Behaviours

Professional, love my kids, love to travel

- Highly educated, high salary professional careers
- Live in expensive homes, sprawling properties, beautifully manicured lawns
- Lifestyle is centered around their children
- Own the latest and greatest technological gadgets
- Love to travel and eat out at various restaurants
- Visit financial websites and read financial magazines

Accumulated Wealth

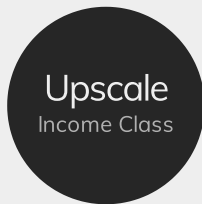
Income & Lifestage

\$109,234

Avg. Household Income

\$91,003

Median Household Income



\$280,750

Median Income Producing Assets

\$405,375

Median Net Worth



Mostly w/ Kids



Homeowners



Management & Professional



College Graduate

Top 5 Important to Me

1. I consider my work to be a career, not just a job.
2. Media trusted the most- internet.
3. Internet relaxes me.
4. Internet puts me in a good mood.
5. Use social network to keep in touch with family/friends - important.



Snapshot & Deep Dive

Lifestyle Indicators



Owns a Volkswagen



Above Average Tech Use



Shops at Anthropologie



Eats at Chipotle



Plays soccer



Visits Asia



Visits Living Social



Listens to Alternative

Automotive Products

Segments in this lifestage own a wide range of vehicles from Acura, to Subaru, to BMW or Lexus

Sports and Leisure

Enjoy playing a variety of sports, such as tennis, golf, and soccer. Love to travel.

Retailers and Shopping

Prefer shopping at Pottery Barn to furnish their homes, and New York & Company or Express for casual and professional attire

Online Behaviors

Use social networks for exclusive offers and coupons and to review products/services.

Television Viewership

Frequently watch DIY Network and Fox Sports 1, Grey's Anatomy

Notes