# Buyer Persona Gray Power



# Wealthy Mature w/o Kids

Demographic Bio

This segment consists of wealthy older coup les typically living just beyond the nation's beltways. It is a haven for whitecollar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants, and entertainment. They enjoy traveling and watching golf on television.

# **Affluent Empty Nests**

Income & Lifestage

\$150,245 Avg. Household Income

\$140,698 Median Household Income



\$1,163,750 Median Income Producing Assets

Predictive Behaviours

make six-figure incomes

Spend free time vacationing

regularly in elections

professionals

lawns

Six figures, lux life, loves to golf, travel

• Tend to have opulent standard of living and

• Highly educated executives and white-collar

• Live in the richest addresses in the nation

• Ccommunity activists who write politicians, volunteer for environmental groups, and vote

• Live in fashionable homes with well manicured

\$1,381,250 Median Net Worth



## Top 5 Important to Me

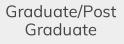
- 1. Will keep landline telephone even if cell service improves.
- 2. Magazines relax me.
- 3. Media trusted the most- magazines.
- 4. I regularly read financial news or financial publications.
- 5. Magazines put me in a good mood.



Mostly w/o Kids

Homeowners

Mix of Occupations





### **Snapshot & Deep Dive**

Lifestyle Indicators

Below Average Tech Use	Autor High brand Sport Heav
Eats at Bonefish Grill	Retai Stay dress
Visits Alaska	Onlin The r next inspir to clic
Listens to Adult Standards	Televi Mode Busir
	Tech Use Eats at Bonefish Grill Visits Alaska

### Notes

#### Automotive Products

High ownership rates of Lexus, Subaru, Volvo, and BMW brand

#### Sports and Leisure

Heavily focused on golf, but will spend their free time skiing and snowboarding. When traveling favor cruises, exotic locations and upscale accomodations

#### **Retailers and Shopping**

Stay organized by shopping at The Container Store and dress in Chico's and Land's End wear

#### Online Behaviors

The majority of their online behavior centers around their next vacation. They also enjoy home improvement inspiring websites like HGTV and The Home Depot. Likely to click on Social Network advertisements

#### **Television Viewership**

*M*odern Family, 60 Minutes, Golf Channel, MSNBC and Fox Business