

Gray Power



Wealthy Mature w/o Kids

Demographic Bio

This segment consists of wealthy older couples typically living just beyond the nation's beltways. It is a haven for white-collar 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.

Predictive Behaviours

Six figures, lux life, loves to golf, travel

- Tend to have opulent standard of living and make six-figure incomes
- Highly educated executives and white-collar professionals
- Live in fashionable homes with well manicured lawns
- Live in the richest addresses in the nation
- Spend free time vacationing
- Community activists who write politicians, volunteer for environmental groups, and vote regularly in elections

Affluent Empty Nests

Income & Lifestage

\$150,245

Avg. Household Income

\$140,698

Median Household Income



\$1,163,750

Median Income Producing Assets

\$1,381,250

Median Net Worth



Mostly w/o Kids



Homeowners



Mix of Occupations



Graduate/Post Graduate

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.



Snapshot & Deep Dive

Lifestyle Indicators



Owns luxury vehicle



Below Average Tech Use



Shops at Chico's



Eats at Bonefish Grill



Follows PGA/LPGA



Visits Alaska



Watches Golf



Listens to Adult Standards

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 accommodations

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

Modern Family, 60 Minutes, Golf Channel, MSNBC and Fox Business

Notes