



Frank Zappa

12345 Beverly Ct, Beverly Hills MI, 48025

Wealthy Mature

Demographic Bio

The nation's most exclusive address, this neighborhood is a haven for wealthy empty-nesting couples over the age of 65. This segment has a high concentration of residents earning over \$100,000 a year and many possess a postgraduate degree. They have an opulent standard of living - driving expensive cars and frequently eating out and traveling.

Likely Behaviors for Frank

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
- Ccommunity activists who write politicians, volunteer for environmental groups, and vote regularly in elections

Affluent Empty Nests

Income & Lifestage

\$208,285

Avg. Household Income

\$122,442

Median Household Income



\$2,098,213

Avg. Net Worth

\$1,337,250

Median Net Worth



w/o Kids



Homeowners



Mix of Occupations



Graduate/Post Graduate

Top 5 Important to Me

1. I regularly read financial news or financial publications.
2. Will keep landline telephone even if cell service improves.
3. Magazines are a good escape.
4. Media trusted the most- Magazines.
5. I consider my work to be a career, not just a job.



Snapshot & Deep Dive

Lifestyle Indicators



Owens a Lexus



Above Average
Tech Use



Shops at Chico's



Eats at Bonefish
Grill



Attends Symphony
concert, opera, etc



Visits Europe



Watches CBS
Kennedy Center
Honors



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