



MAGGIE, 52

DEMOGRAPHICS



Owens a 4 bedroom home in coastal NC and 2 high end cars. Lives in a suburban gated neighborhood.



Human Resource Director of a small media company for 5 years with a \$88,000 salary.



Happily married for 12 years with 2 sons and a house hold income of above \$220,000.



Well educated with an HR degree from a state university. Graduated without debt.

BEHAVIORAL IDENTIFIERS



Hobbies include reading, playing tennis, networking at the country club, being involved in youth groups and visiting the beach.



Strong need for customer service and support. Values face to face communication and rewards systems..



Wants a simple product. Values quantity and brand image. Prefers print marketing and bold graphics.



Shops in department stores after 5pm. Buys in bulk on sale items. Referred by a previous client.



Owens an iPhone but makes purchases online with a desktop Mac computer. Needs a simple check out system.



Well traveled in Europe. Prefers traveling in off-peak times in chain hotels and loves pre-planned travel like cruises.



Personal goals to retire by age 65, to own a vacation home on the Spanish Riviera and for her sons to attend an ivy league university.



In very good health but very busy and often stressed. Visits group exercise programs.