

St. Charles Steve and Charlotte



Ages

50-65 years-old

Occupation

Professional/Technical

Location

Within/near St. Charles

Insights

- * "The kids are gone so we can finally start enjoying the kick-back-and-relax stage of my life."
- * "We are thinking about retiring soon, and we are trying to find ways to stay active and be a part of our community. We prefer social groups and finding people our age to connect with to exercise, volunteer, and make friends."
- * "Although we are a bit frugal, we try to get out and dine when we can. We love to visit and try new places, while frequenting places we trust and enjoy."

Key Qualities:

Financially Stable

Empty Nesters

Coupon Warriors

Connected Locally

Actions

- They enjoy businesses that are personal and make them feel valued
- They are slow to trust businesses and one negative experience can turn them away, but when the trust is earned, they are very loyal
- They enjoy snagging great deals and utilizing coupons
- They desire healthy foods and lifestyle choices, and appreciate diverse options

Shopping Tendencies

- Prefer to visit places that offer cheap, quality goods
- Prefer a personal connection to places they've shopped
- Willing to support local if it fits within their budget
- While they look at reviews online, they also like going into stores and looking and feeling the physical product
- Shopping is treated like an experience

Top 5 Social Media Sites

1. Facebook
2. LinkedIn
3. Youtube
4. Twitter
5. Instagram

Why “St. Charles Steve and Charlotte” are Important

- “St. Charles Steve and Charlotte” represent a demographic of people that frequently visit downtown St. Charles businesses.
- They gives businesses an insight into this demographic and what their motivations are for visiting stores and buying goods within downtown St. Charles.
- Businesses can then use them as a way to shift their marketing and business efforts to attract the “St. Charles Steve and Charlotte” shoppers, helping them to increase business by bringing this demographic into business locations.