



### Stats for Patricia

Life-stage: established in their career

Age: 40-50 years

Annual income: € 70,000 - 90,000

Internet usage: many times a day

### Relationships group

Marital status: married

Children: 2

### Education/skills school

Education level: an undergraduate degree

Technical level: comfortable

English level: fluent

"I want to get ahead of the game in planning for my retirement so that I don't stress about it later"

## Seasoned professional Patricia

## Patricia expects her business to grow in the future so she wants to begin the process of planning for retirement now while she has more spare time.

Patricia is motivated by being able to retire comfortably. Patricia is 40-50, and lives in the suburbs . Patricia is married, has 2 children and is often kept busy with work and taking her children to soccer practice.

Patricia is comfortable with technology.

She likes spending quality time with extended family when they are in town.

### Jargon familiarity



Patricia is not familiar with the industry specific terms that are used in the industry at hand.

### Spare Time



On an average day, Patricia has a moderate amount of spare time.

### Comfort with technology



Karaa is comfortable with technology.

### Social Media usage

Of all the time spent on social media on an average day, the distribution of time is as follows:

Facebook

LinkedIn