



*"I like when things do good and look good, that's what I call a win-win!"*

- Never Recycles  Tree Hugger
- Tech-phobic  Tech-obsessed
- Penny Pincher  \$\$ Ain't a Thing

## About Eliza

Eliza lives in San Francisco, California with her husband Elliot, daughter Daisy, and dog Bullet. She recently moved the family west for a big promotion: Director of Human Resources at Disney Interactive. Eliza is thoughtful, curious, and invested in new ideas. A NYC native, she recently purchased her first home and is on the hunt for her first car. Eliza is excited by her new neighborhood and the ability to explore nature while still calling the city home. She works hard and plays hard, enjoying her high-powered job and active lifestyle. When not at work, Eliza can be found teaching Daisy baby-yoga or wandering farmer's markets for fresh goods. She sits on the board of the de Young Museum, and is training for her first half marathon.

## ELIZA GOSIN BARRETT

### THE AFFLUENT ECO-CONSCIOUS

AGE 36

LOCATION San Francisco, CA

STATUS Married

KIDS 1 Toddler/1 Dog

DWELLING 3 Bdrm Bungalow

OCCUPATION Human Resources

SALARY 300k

EDUCATION M.A.

## Driving Factors

While Eliza would prefer to bike everywhere like she did in NYC, she needs a car to commute and transport her family. She is motivated by social responsibility, the idea of owning something "innovative", and symbiotic perks (tax exemptions, free plug-ins, HOV lanes). Like buying organic and chairing a non-profit, Eliza will spend money when it looks and does good, and desires to "put her money where her mouth is," aligning social consciousness with purchase power. While she researches the facts, she makes decisions on emotions and aesthetics.

## Speed Bumps

- ▲ Time is Money, Eliza likes to make good use of both. She loathes traffic, long lines at the coffee shop, and inefficiency.
- ▲ Mess is her nemesis: there's a reason she left the NYC grime grind! She forgives her toddler for dirt, but no one else. Emissions? No thank you.

## Dream Destinations

- ◆ Fit in within the San Francisco "Scene"
- ◆ Be as cutting edge at home as she does on the job
- ◆ Build a cleaner, better world for her daughter
- ◆ Own a rolling status symbol

## DAILY ACTIVITIES



Works 8-6



Teaches as Adjunct Faculty @USF



Socializes w/ friends @ donor events

weekdays



Practices Yoga



Explores the city on two wheels



Holds reign @ playground & dog park



Shops at Farmer's Market

weekends