

ABOUT AFFLUENT HOUSEHOLDS

The three clusters of Affluent Households are primarily comprised of married couples with children under 18, with some having grown children. Income is high, with nearly 80% of the group earning \$100,000+ and 45.5% in the \$150,000+ category. Clothing and particularly shoes for children 6-12 account for several hundred dollars – up to \$600+ – over the last six months. These households have personal computers, camcorders, video games and cellphones. Affluent Households also focus on the future, with college savings plans and life insurance valued at \$500,000+. Domestic travel as a family is common. Group members are heavy users of car rental for business use.

AFFLUENT HOUSEHOLDS, A DAY IN THE LIFE

Name of protagonist: "William»"

Wakes up... and turns on the television to financial news on CNN. His wife hates it when he brings work home, but the last couple of days have been pretty volatile in the market. It could impact the deal he's been working on for months. He hits the treadmill for a few minutes to keep the doctor happy. He's in a hurry, so he grabs one of his kid's fruit snacks as he heads out the door.

Spends the day... on the phone. He has six conference calls scheduled for today and has lunch brought in for his management team.

Talks about weekend plans to... play golf. He and his fraternity buddies take one weekend each year to play golf at Augusta National. His wife says that he's usually in a good mood when he gets back. Besides, she and her sister always take their kids to the beach house.

Has a meeting with... a tailor. Working it into his schedule is a challenge, but he's purchasing two new suits and he wants them to fit well.

Spends the evening... having dinner with his wife at the new all-organic restaurant. She makes him order fish instead of the buffalo steak.

Goes to bed at... 12:30 a.m.,

Watching... the late local news and scanning Business Week for financial trends and Consumer Reports for new kitchen range ratings.



HOUSEHOLDS: 10,144,620 (7.24% OF U.S.)

CLUSTERS

- 01 Summit Estates
- 04 Top Professionals
- 07 Active Lifestyles

WHEN THEY GREW UP...

- Late Night with David Letterman» debuts
- Richard Skrenta writes the first PC virus code
- Final episode of "The Lawrence Welk Show" airs
- Wayne Gretzky becomes first NHL player to record more than 200 points

SHOPPING...

- Active Quality Seekers
- Apple Store
- Home Depot
- Williams-Sonoma
- Overstock.com

DIGITAL/ONLINE...

- Apple Products
- Fiber Optic Service
- Skype
- Smartphones
- WebMD.com

FINANCIAL...

- Refinance Mortgage
- Direct Deposit
- Retirement Plans
- Automatic Draft
- Charitable Contributions

TV/RADIO...

- News/Talk Radio
- Sports Radio
- HGTV
- Premium Channels
- Watch Tennis

MAGAZINES/NEWSPAPERS...

- Golf Digest
- People
- Real Simple
- Southern Living
- Time

ACTIVITIES...

- Garden
- Barbecue
- Live Theater
- Boating
- Redbox

TRAVEL/AUTO...

- Airline Miles
- Auto Clubs
- Recreational Vehicles
- Domestic Travel
- Motorcycles

Group Info

Age	36-65
Marital Status	Married/Single
Home Ownership	Owner
Kids	Kids Age Mix
Income	\$120,000 +
Income Rank	2
Urbanicity	Outer Suburbs & Towns
Urbanicity Rank	16
Net Worth	\$100k+
Net Worth Rank	2



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GROUP 11B Affluent Households

Three of the wealthiest clusters are represented here, where big money is made, traded or banked. Members of this group enjoy peak education levels and professional occupations, with many concentrated on or near the East and West Coast.

	Group %	National %	Index
Age - Head of Household			
18-23 Years	0.3%	3.7%	9
24-29 Years	1.6%	7.9%	20
30-35 Years	5.3%	9.9%	54
36-45 Years	24.1%	18.5%	130
46-55 Years	38.9%	21.1%	185
56-65 Years	22.1%	17.8%	124
66-75 Years	5.3%	11.2%	48
76+ Years	2.3%	10.0%	23
MEAN AGE	50.10	50.70	

	Group %	National %	Index
Estimated Income			
<\$15,000	0.0%	12.5%	0
\$15,000-\$19,999	0.0%	5.7%	1
\$20,000-\$29,999	0.1%	10.6%	1
\$30,000-\$39,999	0.1%	10.0%	1
\$40,000-\$49,999	0.8%	9.7%	8
\$50,000-\$74,999	7.1%	21.6%	33
\$75,000-\$99,999	14.1%	11.4%	124
\$100,000-\$124,999	23.5%	6.4%	367
\$125,000-\$149,999	8.7%	1.7%	518
\$150,000+	45.5%	10.5%	432

	Group %	National %	Index
Presence and Age of Children			
No Children Present	0.0%	63.3%	0
Ages 0-2	12.0%	4.9%	247
Ages 3-5	22.3%	8.7%	255
Ages 6-10	38.0%	13.5%	281
Ages 11-15	44.1%	14.7%	301
Ages 16-17	22.5%	6.1%	369

	Group %	National %	Index
Marital Status			
Single	19.2%	51.3%	38
Married	80.8%	48.7%	166



	Group %	National %	Index
Estimated Net Worth			
< \$1	0.1%	13.6%	1
\$1 - \$4,999	0.2%	7.5%	3
\$5,000 - \$9,999	0.2%	5.4%	4
\$10,000 - \$24,999	0.5%	7.7%	7
\$25,000 - \$49,999	0.8%	7.9%	10
\$50,000 - \$99,999	2.0%	10.8%	19
\$100,000 - \$249,999	7.9%	16.4%	48
\$250,000 - \$499,999	11.8%	12.0%	99
\$500,000 - \$999,999	11.2%	8.1%	139
\$1,000,000 - \$1,999,999	32.3%	5.6%	573
\$2,000,000+	33.0%	5.0%	662

	Group %	National %	Index
Home Ownership Status			
Renter	2.8%	27.6%	10
Home Owner	97.2%	72.4%	134

	Group %	National %	Index
Population Density - HH per Sq. Mile			
0-28	3.3%	9.7%	34
29-103	10.1%	10.2%	98
104-925	45.4%	31.1%	146
926-2508	31.9%	30.4%	105
2509-4371	6.0%	9.5%	63
4372-8167	1.7%	4.5%	37
8168+	1.6%	4.6%	35

	Group %	National %	Index
Length of Residence			
<2 Years	9.4%	15.3%	62
2-5 Years	20.0%	20.9%	95
6-14 Years	43.0%	35.1%	123
15+ Years	27.6%	28.7%	96



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Market Value of Home			
<\$50,000	1.3%	7.6%	17
\$50,000-\$99,999	3.7%	19.2%	19
\$100,000-\$124,999	3.0%	9.9%	30
\$125,000-\$149,999	3.8%	9.2%	42
\$150,000-\$199,999	8.5%	14.5%	58
\$200,000-\$299,999	17.3%	16.4%	106
\$300,000-\$499,999	34.3%	13.8%	249
\$500,000+	28.2%	9.4%	298

	Group %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	96.5%	85.1%	113
Multiple Family Dwelling	3.5%	14.9%	23

	Group %	National %	Index
Occupation			
Professional/Technical	48.3%	27.9%	173
Administration/Management	9.6%	8.2%	117
Sales/Service	2.4%	2.7%	89
Clerical/White Collar	16.6%	16.8%	99
Craftsman/Blue Collar	11.8%	18.4%	64
Student	0.4%	0.7%	58
Housewife	2.7%	5.8%	47
Retired	2.4%	11.7%	21
Other	2.7%	4.7%	57
Self Employed	3.0%	3.1%	98

	Group %	National %	Index
Education			
Completed High School	42.6%	56.8%	75
Completed College	35.0%	30.6%	114
Completed Graduate School	22.2%	12.2%	182
Attended Vocational/Technical	0.1%	0.4%	34



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Ethnicity			
Caucasian/Other	83.5%	73.9%	113
African American	2.8%	11.0%	26
Hispanic	6.7%	11.5%	58
Asian	6.9%	3.6%	191

	Group %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	8.0%	26.8%	30
Three Person Household	29.2%	19.8%	148
Four Person Household	24.8%	11.8%	210
Five+ Person Household	38.0%	12.3%	309

	Group %	National %	Index
Mail Responsive			
Mail Order Responsive	93.1%	68.4%	136
Mail Order Buyer	93.1%	68.4%	136
Mail Order Donor	1.3%	1.4%	93

	Group %	National %	Index
Buying Channel Preference - Score = 01			
Internet	22.8%	9.0%	254
Mail	21.2%	9.5%	224
Phone	31.2%	9.2%	338



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