

### ABOUT TOP WEALTH

Top Wealth lives up to its name. Half of the group members – 49.9% – are in the top income category, earning \$150,000+. Members enjoy foreign travel by plane or cruise ship, with sightseeing, shopping and dining all on the agenda. Many expenses are likely paid for with an American Express Gold card or similar card, and their reward miles from these cards are put to good use. They participate in frequent flyer programs and hotel rewards programs, and favor travel and leisure magazines. Three-quarters are married, and virtually all children are over 18.

### TOP WEALTH, A DAY IN THE LIFE

Name of protagonist: "Evelyn»"

Wakes up... and sips a cup of Green Mountain coffee in the garden while reading The New York Times. Her husband, Robert, has already left to catch the train for his hour-and-a-half commute into the city.

Spends the day... on the phone with her travel agent to make arrangements for their trip to Europe to celebrate their anniversary. Before coming home, they'll head down to Tuscany for a few days to stay in a three-bedroom villa and see some old friends.

Talks about weekend plans to... go with the Davidsons to the theater, then go out to a new bistro after. Besides, they haven't seen them in some time, and Robert wants to talk investments with Jack Davidson.

Has a meeting with... the family lawyer to set up a trust fund for Robert and Evelyn's first grandson, Robert Wilson Hunt IV.

Spends the evening... discussing the latest fundraiser with the other members of her favorite charity's board. Afterward, she and Robert meet some friends in the dining area for light hors d'oeuvres, followed by dinner at the club.

Goes to bed at... 11:00 p.m.,

Watching... nothing. She settles into her antique gilded bed with silk sheets and down pillows, while her husband stays up checking their portfolio and trading foreign currencies online.



HOUSEHOLDS: 6,527,980 (4.66% OF U.S.)

### CLUSTERS

- 02 Established Elite
- 03 Corporate Connected

### WHEN THEY GREW UP...

- "Donny & Marie" [Osmond] musical variety show premieres on ABC-TV
- Walt Disney World welcomed its 50 millionth guest
- Pan Am begins nonstop NYC-Tokyo flights
- Mary Shane hired by Chicago White Sox as first woman TV play-by-play

### SHOPPING...

- High Quality
- Sears Hardware
- Wawa
- Crate & Barrel
- T.J. Maxx

### DIGITAL/ONLINE...

- Plan Travel Online
- Amazon.com
- iPads
- Calls Online
- CNN.com

### FINANCIAL...

- CDs
- American Express Cards
- Cash Back Rewards
- Airline Miles
- Political Contributions

### TV/RADIO...

- Watch Golf
- News Radio
- NPR
- Bloomberg Television
- Pay-Per-View

### MAGAZINES/NEWSPAPERS...

- Heavy Newspaper Readers
- Bon Appetit
- Food & Wine
- Smithsonian
- Consumer Reports

### ACTIVITIES...

- Collect Art
- Gardening
- Frequent Dine Out
- Attend Musical Performances
- Aerobics

### TRAVEL/AUTO...

- AAA
- 36-month Auto Leases
- SUVs
- Lexus
- Frequent Flyers

#### Group Info

Age	36-75
Marital Status	Married/Single
Home Ownership	Owner
Kids	No Kids
Income	\$120,000 +
Income Rank	1
Urbanicity	Outer Suburbs & Towns
Urbanicity Rank	12
Net Worth	\$1MM+
Net Worth Rank	1



# Personix Online Guide

## GROUP 15M Top Wealth

Mostly between the ages of 46 and 65, the members of this group share affluence and spending habits. Buying and doing most everything their money can afford, these cohorts tend to be concentrated in the most costly CBSAs in New England, the Mid-Atlantic and Pacific.

	Group %	National %	Index
<b>Age - Head of Household</b>			
18-23 Years	0.7%	3.7%	20
24-29 Years	2.4%	7.9%	31
30-35 Years	5.3%	9.9%	53
36-45 Years	13.7%	18.5%	74
46-55 Years	22.9%	21.1%	109
56-65 Years	28.4%	17.8%	160
66-75 Years	16.6%	11.2%	148
76+ Years	9.9%	10.0%	100
MEAN AGE	56.30	50.70	

	Group %	National %	Index
<b>Estimated Income</b>			
<\$15,000	0.1%	12.5%	1
\$15,000-\$19,999	0.1%	5.7%	2
\$20,000-\$29,999	0.3%	10.6%	2
\$30,000-\$39,999	0.4%	10.0%	4
\$40,000-\$49,999	0.8%	9.7%	8
\$50,000-\$74,999	4.2%	21.6%	20
\$75,000-\$99,999	19.1%	11.4%	168
\$100,000-\$124,999	18.9%	6.4%	295
\$125,000-\$149,999	6.1%	1.7%	365
\$150,000+	49.9%	10.5%	474

	Group %	National %	Index
<b>Presence and Age of Children</b>			
No Children Present	99.9%	63.3%	158
Ages 0-2	0.1%	4.9%	2
Ages 3-5	0.0%	8.7%	0
Ages 6-10	0.0%	13.5%	0
Ages 11-15	0.0%	14.7%	0
Ages 16-17	0.0%	6.1%	0

	Group %	National %	Index
<b>Marital Status</b>			
Single	28.7%	51.3%	56
Married	71.3%	48.7%	146



	Group %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	0.0%	13.6%	0
\$1 - \$4,999	0.0%	7.5%	0
\$5,000 - \$9,999	0.0%	5.4%	0
\$10,000 - \$24,999	0.0%	7.7%	0
\$25,000 - \$49,999	0.0%	7.9%	0
\$50,000 - \$99,999	0.0%	10.8%	0
\$100,000 - \$249,999	0.0%	16.4%	0
\$250,000 - \$499,999	0.0%	12.0%	0
\$500,000 - \$999,999	0.0%	8.1%	0
\$1,000,000 - \$1,999,999	44.4%	5.6%	788
\$2,000,000+	55.6%	5.0%	1117

	Group %	National %	Index
<b>Home Ownership Status</b>			
Renter	2.4%	27.6%	9
Home Owner	97.6%	72.4%	135

	Group %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	2.0%	9.7%	21
29-103	7.1%	10.2%	70
104-925	44.6%	31.1%	144
926-2508	32.9%	30.4%	108
2509-4371	7.6%	9.5%	80
4372-8167	2.7%	4.5%	60
8168+	3.1%	4.6%	66

	Group %	National %	Index
<b>Length of Residence</b>			
<2 Years	5.1%	15.3%	34
2-5 Years	13.2%	20.9%	63
6-14 Years	39.7%	35.1%	113
15+ Years	42.0%	28.7%	146



	Group %	National %	Index
<b>Market Value of Home</b>			
<\$50,000	0.1%	7.6%	1
\$50,000-\$99,999	0.1%	19.2%	0
\$100,000-\$124,999	0.1%	9.9%	1
\$125,000-\$149,999	0.1%	9.2%	1
\$150,000-\$199,999	0.8%	14.5%	6
\$200,000-\$299,999	10.8%	16.4%	66
\$300,000-\$499,999	43.6%	13.8%	317
\$500,000+	44.4%	9.4%	470

	Group %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	96.3%	85.1%	113
Multiple Family Dwelling	3.7%	14.9%	25

	Group %	National %	Index
<b>Occupation</b>			
Professional/Technical	50.1%	27.9%	180
Administration/Management	10.7%	8.2%	131
Sales/Service	2.4%	2.7%	90
Clerical/White Collar	13.7%	16.8%	82
Craftsman/Blue Collar	6.2%	18.4%	34
Student	0.5%	0.7%	75
Housewife	2.2%	5.8%	37
Retired	8.5%	11.7%	73
Other	2.0%	4.7%	43
Self Employed	3.6%	3.1%	116

	Group %	National %	Index
<b>Education</b>			
Completed High School	33.2%	56.8%	58
Completed College	35.2%	30.6%	115
Completed Graduate School	31.4%	12.2%	257
Attended Vocational/Technical	0.2%	0.4%	39



	Group %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	84.7%	73.9%	115
African American	2.3%	11.0%	21
Hispanic	5.0%	11.5%	44
Asian	7.9%	3.6%	218

	Group %	National %	Index
<b>Household Size</b>			
One Person Household	18.6%	29.3%	64
Two Person Household	38.1%	26.8%	142
Three Person Household	20.3%	19.8%	103
Four Person Household	13.7%	11.8%	116
Five+ Person Household	9.3%	12.3%	75

	Group %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	89.2%	68.4%	130
Mail Order Buyer	89.2%	68.4%	130
Mail Order Donor	3.9%	1.4%	268

	Group %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	27.7%	9.0%	309
Mail	34.0%	9.5%	359
Phone	43.3%	9.2%	468

