

## ABOUT CORPORATE CONNECTED

Corporate Connected households are exceedingly well educated and established in their executive and professional careers, with high incomes and net worth. Whether married or single, they almost uniformly have no children under the age of 18 living with them. This group seems to be firmly tied to corporate American culture. They hold business-related credit cards, are heavy users of air travel and pay close attention to business and finance news. They are savvy investors, frequently dine out and also love to entertain. Professional responsibilities compete for time with travel and fitness-related leisure pursuits.



HOUSEHOLDS: 2,899,560 (2.07% OF U.S.)



### Cluster Info

Age	36-75
Marital Status	Married/Single
Home Ownership	Owner
Kids	No Kids
Income	\$120,000 +
Income Rank	7
Urbanicity	City & Surrounds
Urbanicity Rank	12
Net Worth	\$1MM-\$2MM
Net Worth Rank	3

## WHEN THEY GREW UP...

- "Sophie's Choice" by William Styron is published
- "Annie" debuts on Broadway
- Groucho Marx dies
- Cult leader Jim Jones organizes mass suicide via cyanide-laced punch

## SHOPPING...

- Ann Taylor
- DSW
- Whole Foods Market
- HomeDepot.com
- Expedia.com

## DIGITAL/ONLINE...

- Any Apple/Mac Brand
- CNET.com
- Orbitz.com
- AOL Mail
- LinkedIn.com

## FINANCIAL...

- Business Checking Accounts
- Newspapers & Magazines for Financial Advice
- IRAs
- Annuities
- Mutual Funds

## TV/RADIO...

- Public Radio Format
- SiriusXM Radio
- "Hannity"
- "The O'Reilly Factor"
- "Castle"

## MAGAZINES/NEWSPAPERS...

- Newspaper, Business/Finance
- Newspaper, Travel
- Consumer Reports
- Food & Wine
- Golf

## ACTIVITIES...

- Grow Herbs
- Dine Out
- Book Clubs
- Play Golf
- Pilates

## TRAVEL/AUTO...

- Lexus
- Fly Business Class
- Royal Caribbean Cruises
- American Advantage Frequent Flyer Programs
- Marriott



	Cluster %	National %	Index
<b>Age - Head of Household</b>			
18-23 Years	1.1%	3.7%	31
24-29 Years	3.1%	7.9%	40
30-35 Years	6.6%	9.9%	67
36-45 Years	16.0%	18.5%	87
46-55 Years	24.7%	21.1%	117
56-65 Years	30.0%	17.8%	168
66-75 Years	12.8%	11.2%	115
76+ Years	5.6%	10.0%	56
MEAN AGE	53.50	50.70	

	Cluster %	National %	Index
<b>Estimated Income</b>			
<\$15,000	0.0%	12.5%	0
\$15,000-\$19,999	0.0%	5.7%	0
\$20,000-\$29,999	0.0%	10.6%	0
\$30,000-\$39,999	0.0%	10.0%	0
\$40,000-\$49,999	0.0%	9.7%	0
\$50,000-\$74,999	0.2%	21.6%	1
\$75,000-\$99,999	24.9%	11.4%	218
\$100,000-\$124,999	26.7%	6.4%	417
\$125,000-\$149,999	8.1%	1.7%	480
\$150,000+	40.2%	10.5%	382

	Cluster %	National %	Index
<b>Presence and Age of Children</b>			
No Children Present	99.8%	63.3%	158
Ages 0-2	100.0%	4.9%	2052
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

	Cluster %	National %	Index
<b>Marital Status</b>			
Single	34.3%	51.3%	67
Married	65.7%	48.7%	135



	Cluster %	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	100.0%	5.6%	1774
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
<b>Home Ownership Status</b>			
Renter	3.9%	27.6%	14
Home Owner	96.1%	72.4%	133

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	2.5%	9.7%	25
29-103	7.2%	10.2%	70
104-925	37.2%	31.1%	120
926-2508	34.5%	30.4%	114
2509-4371	10.2%	9.5%	107
4372-8167	4.1%	4.5%	90
8168+	4.3%	4.6%	94

	Cluster %	National %	Index
<b>Length of Residence</b>			
<2 Years	7.1%	15.3%	46
2-5 Years	15.1%	20.9%	72
6-14 Years	39.9%	35.1%	114
15+ Years	37.9%	28.7%	132



	Cluster %	National %	Index
<b>Market Value of Home</b>			
<\$50000	0.1%	7.6%	2
\$50000-\$99999	0.1%	19.2%	1
\$100000-\$124999	0.1%	9.9%	1
\$125000-\$149999	0.2%	9.2%	2
\$150000-\$199999	1.6%	14.5%	11
\$200000-\$299999	20.9%	16.4%	127
\$300000-\$499999	44.3%	13.8%	322
\$500000+	32.7%	9.4%	346

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	94.7%	85.1%	111
Multiple Family Dwelling	5.3%	14.9%	36

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	48.7%	27.9%	175
Administration/Management	10.6%	8.2%	130
Sales/Service	2.4%	2.7%	88
Clerical/White Collar	15.7%	16.8%	94
Craftsman/Blue Collar	8.5%	18.4%	46
Student	0.5%	0.7%	70
Housewife	1.9%	5.8%	32
Retired	6.1%	11.7%	52
Other	2.3%	4.7%	49
Self Employed	3.3%	3.1%	106

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	38.9%	56.8%	68
Completed College	34.9%	30.6%	114
Completed Graduate School	26.0%	12.2%	213
Attended Vocational/Technical	0.2%	0.4%	40



	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	82.3%	73.9%	111
African American	3.0%	11.0%	27
Hispanic	6.1%	11.5%	53
Asian	8.6%	3.6%	237

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	24.0%	29.3%	82
Two Person Household	38.9%	26.8%	145
Three Person Household	18.1%	19.8%	92
Four Person Household	11.6%	11.8%	98
Five+ Person Household	7.5%	12.3%	61

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	84.0%	68.4%	123
Mail Order Buyer	84.0%	68.4%	123
Mail Order Donor	2.7%	1.4%	189

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	23.3%	9.0%	260
Mail	22.4%	9.5%	236
Phone	30.4%	9.2%	328

