

ABOUT ESTABLISHED ELITE

Established Elite is among America's most wealthy and well-educated couples, enjoying high rankings for almost everything. Ages vary, with most being 45 or above, and they are primarily married with no children under the age of 18 in the home. They are mostly in managerial positions or professional occupations, with some entrepreneurs, as noted by a slightly higher incidence of self-employment. Established Elite's activities are dominated by public and volunteer service. They are consistently very active in their communities and in the arts, enjoying art galleries, museums and live theater.



HOUSEHOLDS: 3,628,420 (2.59% OF U.S.)



Cluster Info

| | |
|-----------------|-----------------|
| Age | 46+ |
| Marital Status | Married/Single |
| Home Ownership | Owner |
| Kids | No Kids |
| Income | \$120,000 + |
| Income Rank | 6 |
| Urbanicity | Suburbs & Towns |
| Urbanicity Rank | 45 |
| Net Worth | \$2MM+ |
| Net Worth Rank | 2 |

WHEN THEY GREW UP...

- Debut of "The Price is Right" game show
- Dick Williams helps lead the Oakland A's to World Series dominance
- "Watership Down" by Richard Adams is published
- Oil embargo leads to fuel shortages and skyrocketing prices

SHOPPING...

- Chico's
- Nordstrom
- Williams-Sonoma
- Stop & Shop
- Trader Joe's

DIGITAL/ONLINE...

- MacBook
- Travel Plans Online
- HuffingtonPost.com
- LinkedIn.com
- Yelp

FINANCIAL...

- Money Market Accounts
- Fidelity Investments for Mutual Funds
- Own Vacation/Weekend Home
- USAA Home Insurance
- Political Contributions

TV/RADIO...

- NPR
- Classical Radio Format
- Bloomberg Television
- "On the Record With Greta Van Susteren"
- Masterpiece

MAGAZINES/NEWSPAPERS...

- 2+ Daily Newspapers
- Architectural Digest
- House Beautiful
- Money
- Consumer Reports

ACTIVITIES...

- Crossword Puzzles
- Attend Art Galleries
- Live Theater
- Museums
- Charitable Organizations

TRAVEL/AUTO...

- US Airways
- Beach
- Luxury Cars
- Travel to Italy
- Cruises



| | Cluster % | National % | Index |
|--------------------------------|-----------|------------|-------|
| Age - Head of Household | | | |
| 18-23 Years | 0.4% | 3.7% | 12 |
| 24-29 Years | 1.8% | 7.9% | 23 |
| 30-35 Years | 4.2% | 9.9% | 42 |
| 36-45 Years | 11.8% | 18.5% | 64 |
| 46-55 Years | 21.6% | 21.1% | 102 |
| 56-65 Years | 27.2% | 17.8% | 153 |
| 66-75 Years | 19.6% | 11.2% | 175 |
| 76+ Years | 13.4% | 10.0% | 134 |
| MEAN AGE | 58.60 | 50.70 | |

| | Cluster % | National % | Index |
|-------------------------|-----------|------------|-------|
| Estimated Income | | | |
| <\$15,000 | 0.2% | 12.5% | 2 |
| \$15,000-\$19,999 | 0.2% | 5.7% | 3 |
| \$20,000-\$29,999 | 0.5% | 10.6% | 4 |
| \$30,000-\$39,999 | 0.7% | 10.0% | 7 |
| \$40,000-\$49,999 | 1.4% | 9.7% | 14 |
| \$50,000-\$74,999 | 7.5% | 21.6% | 35 |
| \$75,000-\$99,999 | 14.6% | 11.4% | 128 |
| \$100,000-\$124,999 | 12.7% | 6.4% | 198 |
| \$125,000-\$149,999 | 4.6% | 1.7% | 272 |
| \$150,000+ | 57.7% | 10.5% | 548 |

| | Cluster % | National % | Index |
|-------------------------------------|-----------|------------|-------|
| Presence and Age of Children | | | |
| No Children Present | 100.0% | 63.3% | 158 |
| Ages 0-2 | 61.9% | 4.9% | 1270 |
| Ages 3-5 | 35.7% | 8.7% | 409 |
| Ages 6-10 | 2.4% | 13.5% | 18 |
| Ages 11-15 | 0.0% | 14.7% | 0 |
| Ages 16-17 | 0.0% | 6.1% | 0 |

| | Cluster % | National % | Index |
|-----------------------|-----------|------------|-------|
| Marital Status | | | |
| Single | 24.2% | 51.3% | 47 |
| Married | 75.8% | 48.7% | 155 |



| | Cluster % | National % | Index |
|----------------------------|-----------|------------|-------|
| Estimated Net Worth | | | |
| < \$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 | 0.0% | 5.6% | 0 |
| \$2,000,000+ | 100.0% | 5.0% | 2009 |

| | Cluster % | National % | Index |
|------------------------------|-----------|------------|-------|
| Home Ownership Status | | | |
| Renter | 1.2% | 27.6% | 4 |
| Home Owner | 98.8% | 72.4% | 137 |

| | Cluster % | National % | Index |
|---|-----------|------------|-------|
| Population Density - HH per Sq. Mile | | | |
| 0-28 | 1.7% | 9.7% | 17 |
| 29-103 | 7.1% | 10.2% | 70 |
| 104-925 | 50.5% | 31.1% | 163 |
| 926-2508 | 31.6% | 30.4% | 104 |
| 2509-4371 | 5.5% | 9.5% | 58 |
| 4372-8167 | 1.6% | 4.5% | 35 |
| 8168+ | 2.1% | 4.6% | 45 |

| | Cluster % | National % | Index |
|----------------------------|-----------|------------|-------|
| Length of Residence | | | |
| <2 Years | 3.6% | 15.3% | 23 |
| 2-5 Years | 11.7% | 20.9% | 56 |
| 6-14 Years | 39.5% | 35.1% | 113 |
| 15+ Years | 45.3% | 28.7% | 158 |



| | Cluster % | National % | Index |
|-----------------------------|-----------|------------|-------|
| Market Value of Home | | | |
| <\$50000 | 0.1% | 7.6% | 1 |
| \$50000-\$99999 | 0.1% | 19.2% | 0 |
| \$100000-\$124999 | 0.0% | 9.9% | 0 |
| \$125000-\$149999 | 0.1% | 9.2% | 1 |
| \$150000-\$199999 | 0.2% | 14.5% | 1 |
| \$200000-\$299999 | 2.7% | 16.4% | 17 |
| \$300000-\$499999 | 43.0% | 13.8% | 312 |
| \$500000+ | 53.9% | 9.4% | 570 |

| | Cluster % | National % | Index |
|---------------------------|-----------|------------|-------|
| Dwelling Unit Size | | | |
| Single Family Dwelling | 97.6% | 85.1% | 115 |
| Multiple Family Dwelling | 2.4% | 14.9% | 16 |

| | Cluster % | National % | Index |
|---------------------------|-----------|------------|-------|
| Occupation | | | |
| Professional/Technical | 51.0% | 27.9% | 183 |
| Administration/Management | 10.8% | 8.2% | 132 |
| Sales/Service | 2.5% | 2.7% | 91 |
| Clerical/White Collar | 12.3% | 16.8% | 73 |
| Craftsman/Blue Collar | 4.7% | 18.4% | 26 |
| Student | 0.6% | 0.7% | 79 |
| Housewife | 2.4% | 5.8% | 41 |
| Retired | 10.1% | 11.7% | 87 |
| Other | 1.8% | 4.7% | 40 |
| Self Employed | 3.8% | 3.1% | 122 |

| | Cluster % | National % | Index |
|-------------------------------|-----------|------------|-------|
| Education | | | |
| Completed High School | 29.2% | 56.8% | 51 |
| Completed College | 35.4% | 30.6% | 116 |
| Completed Graduate School | 35.3% | 12.2% | 289 |
| Attended Vocational/Technical | 0.2% | 0.4% | 39 |



| | Cluster % | National % | Index |
|------------------|-----------|------------|-------|
| Ethnicity | | | |
| Caucasian/Other | 86.7% | 73.9% | 117 |
| African American | 1.8% | 11.0% | 16 |
| Hispanic | 4.1% | 11.5% | 36 |
| Asian | 7.4% | 3.6% | 203 |

| | Cluster % | National % | Index |
|------------------------|-----------|------------|-------|
| Household Size | | | |
| One Person Household | 14.3% | 29.3% | 49 |
| Two Person Household | 37.4% | 26.8% | 139 |
| Three Person Household | 22.1% | 19.8% | 112 |
| Four Person Household | 15.4% | 11.8% | 131 |
| Five+ Person Household | 10.7% | 12.3% | 87 |

| | Cluster % | National % | Index |
|------------------------|-----------|------------|-------|
| Mail Responsive | | | |
| Mail Order Responsive | 93.4% | 68.4% | 136 |
| Mail Order Buyer | 93.4% | 68.4% | 137 |
| Mail Order Donor | 4.8% | 1.4% | 331 |

| | Cluster % | National % | Index |
|---|-----------|------------|-------|
| Buying Channel Preference - Score = 01 | | | |
| Internet | 31.2% | 9.0% | 348 |
| Mail | 43.3% | 9.5% | 457 |
| Phone | 53.7% | 9.2% | 580 |



Established Elite represents America's elite couples and some singles. With no school-age children at home and some of the highest income in the country, these households have generous net worth and disposable incomes and pursue correlating luxuries and activities.

