

ABOUT SUMMIT ESTATES

Summit Estates combines above-average wealth and education. These late-30s to early-60s households with children and teens rank high for household income, home value and net worth. They are also almost two-and-a-half times as likely to have completed graduate school. The group includes more than twice the average number of Asians. They create time in their often professional-dual-income-with-kids schedules for cultural activities, sports and travel. Their media preferences are dominated by a combination of financial matters, sports and the home. They are serious and savvy investors, buyers of luxury cars and SUVs, gourmet food and wine aficionados.

HOUSEHOLDS: 3,343,780 (2.39% OF U.S.)



Cluster Info	
Age	36-65
Marital Status	Married
Home Ownership	Owner
Kids	Kids; Age Mix
Income	\$120,000 +
Income Rank	3
Urbanicity	Suburbs & Towns
Urbanicity Rank	57
Net Worth	\$2MM+
Net Worth Rank	1

WHEN THEY GREW UP...

- Voyager 1 reaches Saturn
- "Kramer vs. Kramer" is released
- Sandra Day O'Connor is sworn in as the first woman Supreme Court justice
- Pac-Man mania sweeps the nation

SHOPPING...

- Apple Store
- Ann Taylor
- Banana Republic
- Nordstrom
- Williams-Sonoma

DIGITAL/ONLINE...

- iMac
- AT&T U-verse
- iPads
- Verizon Online
- wsj.com

FINANCIAL...

- Home Equity Line of Credit
- American Express Gold
- Airline Mile Rewards
- Vanguard Group Mutual Funds
- Fidelity Brokerage Firm

TV/RADIO...

- All News Radio
- SiriusXM Radio
- Video-On-Demand
- "Modern Family"
- Tour de France

MAGAZINES/NEWSPAPERS...

- Architectural Digest
- House Beautiful
- Martha Stewart Living
- Cooking Light
- Vanity Fair

ACTIVITIES...

- Book Clubs
- Visit Museums
- Own Power Boat
- Ice Skate
- Downhill Skiing

TRAVEL/AUTO...

- Luxury Cars
- BMWs
- United Airlines
- Extensive Travel
- Budget Rental Cars



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.2%	3.7%	6
24-29 Years	1.7%	7.9%	22
30-35 Years	3.9%	9.9%	39
36-45 Years	23.4%	18.5%	126
46-55 Years	39.1%	21.1%	185
56-65 Years	21.7%	17.8%	122
66-75 Years	6.5%	11.2%	58
76+ Years	3.5%	10.0%	35
MEAN AGE	51.10	50.70	

	Cluster %	National %	Index
Estimated Income			
<\$15,000	0.1%	12.5%	1
\$15,000-\$19,999	0.1%	5.7%	2
\$20,000-\$29,999	0.2%	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	5.7%	21.6%	27
\$75,000-\$99,999	15.3%	11.4%	135
\$100,000-\$124,999	12.0%	6.4%	187
\$125,000-\$149,999	4.0%	1.7%	240
\$150,000+	61.2%	10.5%	582

	Cluster %	National %	Index
Presence and Age of Children			
No Children Present	0.0%	63.3%	0
Ages 0-2	14.1%	4.9%	290
Ages 3-5	22.8%	8.7%	260
Ages 6-10	38.7%	13.5%	287
Ages 11-15	43.7%	14.7%	298
Ages 16-17	23.0%	6.1%	378

	Cluster %	National %	Index
Marital Status			
Single	18.5%	51.3%	36
Married	81.5%	48.7%	167



	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	0.3%	27.6%	1
Home Owner	99.7%	72.4%	138

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	1.3%	9.7%	13
29-103	7.1%	10.2%	69
104-925	55.0%	31.1%	177
926-2508	30.2%	30.4%	99
2509-4371	4.2%	9.5%	44
4372-8167	1.1%	4.5%	24
8168+	1.2%	4.6%	25

	Cluster %	National %	Index
Length of Residence			
<2 Years	6.5%	15.3%	42
2-5 Years	19.7%	20.9%	94
6-14 Years	46.2%	35.1%	132
15+ Years	27.7%	28.7%	96



	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	0.0%	9.2%	0
\$150000-\$199999	0.1%	14.5%	1
\$200000-\$299999	2.0%	16.4%	12
\$300000-\$499999	44.0%	13.8%	320
\$500000+	53.6%	9.4%	568

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	98.7%	85.1%	116
Multiple Family Dwelling	1.3%	14.9%	9

	Cluster %	National %	Index
Occupation			
Professional/Technical	57.7%	27.9%	207
Administration/Management	9.9%	8.2%	121
Sales/Service	2.4%	2.7%	89
Clerical/White Collar	14.0%	16.8%	83
Craftsman/Blue Collar	5.5%	18.4%	30
Student	0.4%	0.7%	63
Housewife	2.5%	5.8%	42
Retired	2.7%	11.7%	23
Other	1.7%	4.7%	37
Self Employed	3.2%	3.1%	103

	Cluster %	National %	Index
Education			
Completed High School	32.8%	56.8%	58
Completed College	37.2%	30.6%	122
Completed Graduate School	29.9%	12.2%	245
Attended Vocational/Technical	0.1%	0.4%	16



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	85.2%	73.9%	115
African American	1.5%	11.0%	14
Hispanic	4.5%	11.5%	39
Asian	8.8%	3.6%	243

	Cluster %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	6.4%	26.8%	24
Three Person Household	26.9%	19.8%	136
Four Person Household	25.1%	11.8%	213
Five+ Person Household	41.6%	12.3%	338

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	96.6%	68.4%	141
Mail Order Buyer	96.6%	68.4%	141
Mail Order Donor	1.7%	1.4%	119

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	34.6%	9.0%	386
Mail	35.7%	9.5%	377
Phone	51.9%	9.2%	561

