



ABOUT TOP PROFESSIONALS

This cluster represents established, wealthy families, often with older children and teens, living in the lap of suburban luxury. With high rankings for education, income and net worth, Top Professionals contains married executives and professionals who earn top-dollar incomes, monitor their investments and indulge in an expensive array of activities. Reflecting their devotion to kids, they head to the beach and enjoy family-friendly sports. They also jog and pay attention to their own health and fitness. Members of this cluster often drive a luxury minivan or SUV. They are frequent shoppers, buying clothes for themselves and their kids, and furnishing their houses.

HOUSEHOLDS: 3,274,880 (2.34% OF U.S.)



WHEN THEY GREW UP...

- Ozone "hole" found over Antarctica
- Bryant Gumbel named co-host of NBC's "Today Show"
- Cabbage Patch Kids are must-have toys
- "Gremlins" terrorizes moviegoers

SHOPPING...

- Banana Republic
- J.Crew
- The Gap
- Costco.com
- Lands End Online

DIGITAL/ONLINE...

- iMac
- Verizon FiOS
- iPads
- About.com
- Shutterfly.com

FINANCIAL...

- Mortgage Refinance/Consolidation Loan
- American Express Green
- Target Card
- USAA Auto Insurance
- Fidelity Brokerage Firm

TV/RADIO...

- All News Radio Format
- Public Radio
- "The Daily Show with Jon Stewart"
- "Glee"
- "Modern Family"

MAGAZINES/NEWSPAPERS...

- National Geographic Kids
- Real Simple
- Shape
- Time
- Parents

ACTIVITIES...

- Jog/Run
- Ice Skating
- Downhill Skiing
- Soccer
- Tennis

TRAVEL/AUTO...

- Own Minivans
- Own Hondas
- Beach
- Frequent Flyer Clubs
- Embassy Suites

Cluster Info	
Age	36-65
Martial Status	Married/Single
Home Ownership	Owner
Kids	Kids; Age Mix
Income	\$120,000 +
Income Rank	8
Urbanicity	Suburbs & Towns
Urbanicity Rank	41
Net Worth	\$1MM-\$2MM
Net Worth Rank	4



	Cluster %	National %	Index
Age - Head of Household			
18-23 Years	0.4%	3.7%	11
24-29 Years	2.4%	7.9%	31
30-35 Years	6.5%	9.9%	65
36-45 Years	26.6%	18.5%	144
46-55 Years	35.7%	21.1%	169
56-65 Years	20.0%	17.8%	112
66-75 Years	6.3%	11.2%	57
76+ Years	2.0%	10.0%	20
MEAN AGE	49.30	50.70	

	Cluster %	National %	Index
Estimated Income			
<\$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	1.6%	9.7%	17
\$50,000-\$74,999	15.9%	21.6%	73
\$75,000-\$99,999	27.9%	11.4%	245
\$100,000-\$124,999	21.0%	6.4%	326
\$125,000-\$149,999	5.7%	1.7%	339
\$150,000+	27.9%	10.5%	265

	Cluster %	National %	Index
Presence and Age of Children			
No Children Present	0.0%	63.3%	0
Ages 0-2	12.9%	4.9%	265
Ages 3-5	22.7%	8.7%	260
Ages 6-10	38.5%	13.5%	285
Ages 11-15	43.3%	14.7%	296
Ages 16-17	20.5%	6.1%	337

	Cluster %	National %	Index
Marital Status			
Single	23.3%	51.3%	45
Married	76.7%	48.7%	157



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

	Cluster %	National %	Index
Home Ownership Status			
Renter	0.8%	27.6%	3
Home Owner	99.2%	72.4%	137

	Cluster %	National %	Index
Population Density - HH per Sq. Mile			
0-28	2.5%	9.7%	26
29-103	8.1%	10.2%	79
104-925	40.8%	31.1%	131
926-2508	34.6%	30.4%	114
2509-4371	8.9%	9.5%	94
4372-8167	2.8%	4.5%	62
8168+	2.2%	4.6%	47

	Cluster %	National %	Index
Length of Residence			
<2 Years	10.2%	15.3%	66
2-5 Years	21.3%	20.9%	102
6-14 Years	42.7%	35.1%	122
15+ Years	25.8%	28.7%	90



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04 Top Professionals

This entire cluster ranks high for net worth, and is one of the most well educated of all the clusters. Top Professionals households tend to shop at upscale stores, spend time managing their investments and adhere to regular fitness programs.

	Cluster %	National %	Index
Market Value of Home			
<\$50000	0.1%	7.6%	1
\$50000-\$99999	0.1%	19.2%	0
\$100000-\$124999	0.1%	9.9%	1
\$125000-\$149999	0.1%	9.2%	1
\$150000-\$199999	1.0%	14.5%	7
\$200000-\$299999	19.3%	16.4%	118
\$300000-\$499999	52.4%	13.8%	381
\$500000+	26.9%	9.4%	285

	Cluster %	National %	Index
Dwelling Unit Size			
Single Family Dwelling	97.3%	85.1%	114
Multiple Family Dwelling	2.7%	14.9%	18

	Cluster %	National %	Index
Occupation			
Professional/Technical	48.6%	27.9%	174
Administration/Management	9.2%	8.2%	112
Sales/Service	2.4%	2.7%	89
Clerical/White Collar	17.8%	16.8%	106
Craftsman/Blue Collar	10.9%	18.4%	59
Student	0.4%	0.7%	62
Housewife	2.7%	5.8%	46
Retired	2.7%	11.7%	23
Other	2.4%	4.7%	51
Self Employed	2.9%	3.1%	93

	Cluster %	National %	Index
Education			
Completed High School	43.9%	56.8%	77
Completed College	35.3%	30.6%	115
Completed Graduate School	20.6%	12.2%	169
Attended Vocational/Technical	0.2%	0.4%	35



	Cluster %	National %	Index
Ethnicity			
Caucasian/Other	81.5%	73.9%	110
African American	2.3%	11.0%	21
Hispanic	7.6%	11.5%	66
Asian	8.7%	3.6%	238

	Cluster %	National %	Index
Household Size			
One Person Household	0.0%	29.3%	0
Two Person Household	9.3%	26.8%	35
Three Person Household	30.3%	19.8%	153
Four Person Household	24.6%	11.8%	208
Five+ Person Household	35.8%	12.3%	291

	Cluster %	National %	Index
Mail Responsive			
Mail Order Responsive	93.7%	68.4%	137
Mail Order Buyer	93.6%	68.4%	137
Mail Order Donor	1.4%	1.4%	95

	Cluster %	National %	Index
Buying Channel Preference - Score = 01			
Internet	20.3%	9.0%	226
Mail	17.7%	9.5%	187
Phone	27.3%	9.2%	295

