

Money & Brains

7.4%

1028 profiles



Wealthy Older w/o Kids

Demographic Bio

The residents of Money & Brains seem to have it all - high incomes, advanced degrees, and sophisticated tastes to match their credentials. These city dwellers are generally married couples without children who live in fashionable homes on small, manicured lots with expensive cars in the driveway. This segment enjoys travel to Europe, shopping at high-end department stores and donating to the arts.

Predictive Behaviours

Wealthy, educated, suburban couples, active lifestyles, travel, community involvement.

- Lives in the richest addresses in the nation
- Highly educated executives and white-collar professionals that are nearing retirement, if not already retired
- Spends their free time vacationing
- Community leaders who donate to public radio, volunteer for environmental groups and vote regularly in elections

Affluent Empty Nests (Age 55+)

Income & Lifestage

\$172,998

Avg. Household Income

\$149,017

Median Household Income

Wealthy
Income Class

\$1,327,500

Median Income Producing Assets

\$2,527,500

Median Net Worth

Millionaires
Net Worth Class



w/o Kids



Homeowners



Mix



Graduate Plus

Top 5 Important to Me

1. Will keep landline telephone even if cell service improves.
2. Magazines relax me.
3. Magazines put me in a good mood.
4. I regularly read financial news or financial publications.
5. Media trusted the most- magazines.

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Snapshot & Deep Dive

Lifestyle Indicators



Drives a Lexus



Average



Shops at
Bloomingdale's



Eats at California
Pizza Kitchen



Attends PAC-12
sports events



Travels to Europe



Watches Tony
Awards



Listens to News
and Talk Radio

Media Consumption

ONLINE/SOCIAL

- PGA Tour
- AARP
- HomeAdvisor.com
- Open Table
- Email

TELEVISION

- Golf Channel
- MSNBC
- HBO Prime
- CNN
- Kennedy Center Honors

Lifestyle

- Reads Kiplinger's Finance as well as the Business and Travel sections of the newspaper
- Shops at Chico's, Pottery Barn and The Container Store
- Owns Mercedes-Benz, Lexus or Audi
- Lives in fashionable home with well-manicured lawn
- Uses a stockbroker, financial planner and accountant
- Online behavior centers around home improvements, using websites like Angi and HomeAdvisor when they aren't perusing the AARP site

High Indexing Behaviors

GOLF RETIREMENT TENNIS
DONATIONS SYMPHONY LUXURY CARS

Notes