

A

Power Elite

Power Elite

The wealthiest households in the US, living in the most exclusive neighborhoods.



- America's wealthiest households
- Advanced educations and lucrative careers
- Enjoy lives of luxury
- Own property in the most sought-after addresses
- Jobs in business, law, science and technology

- The most marketable consumer segment in America
- Traditional Media: business, entertainment and travel
- Not receptive to email, mobile video, and online video
- Highest annual discretionary spends of all US consumers
- Resonate with what's on the horizon



Channel Preference

TVHousehold Income
\$250,000+Head of Household Age
36-45Household Size
4 Persons

Newspaper Sections

Business/finance section	222
The New York Times - daily	174
The Wall Street Journal - Daily	169
The Wall Street Journal - Sunday	167
The New York Times - Sunday	165
Fashion section	143

Internet Usage

Visited consumerreports.org in the last 30 days	243
Visited tumblr.com in the last 30 days	222
Visited linkedin.com in the last 30 days	210
Visited angieslist.com in the last 30 days	204
Visited expedia.com in the last 30 days	189
Visited realtor.com in the last 30 days	173

Sports Watched (TV)

College football post season: watch frequently	137
Skiing	130
Winter Olympics: watch frequently	130
Major League Soccer (MLS)	129
Track and field	126
Summer Olympics: watch frequently	125

Leisure Activities / Hobbies

PTA/parents' association	262
Art associations	207
Reading electronic devices: tablets eg. Amazon Fire	170
Listening to audio books	144
Reading electronic devices: Amazon Kindle	142
Photography	138

Sports & Fitness Participation

Tennis	231
Downhill/cross-country skiing	214
Yoga	171
Weight training	170
Use cardio machine	169
Bicycling: mountain/road	164

TrueTouchSM

Online Mid High End	250
E-tailer	248
Online Discount	225
Brick Mortar Store	183
Online Bid Sites	168

Newspaper

Republican Party

Home Value \$750,000+**Tennis****Looking for new vehicle****529 college savings plans****Graduate Degree****Most marketable consumer segment in America**