

STANDARD BANNER

	AGE COHORT					SOCIO-ECONOMIC LEVELS						LIFESTAGE						All U.S. Unweighted		
	TOTAL	Gen. X	Younger Boomers	Older Boomers	WW. II Gen.	Younger Re-Tirees	Older Re-tirees	Low	High Middle	High Middle	High	Sin-gle No Child	Mar-ried No Child	Oldest Child 0-11	Oldest Child 12-17	Oldest Child 18+	Pre - Retired		Younger Retired	Older Retired
Weighted Base (000)	114734	31760	24354	18359	14753	10151	15358	23314	29551	29915	31954	18341	8172	17840	13704	7900	24814	9368	14595	3759
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.7	21.2	16.0	12.9	8.8	13.4	20.3	25.8	26.1	27.9	16.0	7.1	15.5	11.9	6.9	21.6	8.2	12.7	100.0
Male head of household only	19336	7776	3987	2633	1855	1277	1809	3165	6395	5213	4564	9400	-	1293	870	278	4480	1277	1738	337
	16.9	24.5	16.4	14.3	12.6	12.6	11.8	13.6	21.6	17.4	14.3	51.3	-	7.2	6.4	3.5	18.1	13.6	11.9	9.0
	100.0	40.2	20.6	13.6	9.6	6.6	9.4	16.4	33.1	27.0	23.6	48.6	-	6.7	4.5	1.4	23.2	6.6	9.0	100.0
Female head of household only	33048	8895	4625	3679	4063	4772	7016	11668	10294	5404	5683	8941	-	2558	2002	1293	7288	4515	6452	666
	28.8	28.0	19.0	20.0	27.5	47.0	45.7	50.0	34.8	18.1	17.8	48.7	-	14.3	14.6	16.4	29.4	48.2	44.2	17.7
	100.0	26.9	14.0	11.1	12.3	14.4	21.2	35.3	31.1	16.4	17.2	27.1	-	7.7	6.1	3.9	22.1	13.7	19.5	100.0
Both a male and a female head	62350	15089	15742	12048	8836	4102	6534	8482	12863	19299	21707	-	8172	13989	10832	6330	13047	3577	6405	2756
	54.3	47.5	64.6	65.6	59.9	40.4	42.5	36.4	43.5	64.5	67.9	-	100.0	78.4	79.0	80.1	52.6	38.2	43.9	73.3
	100.0	24.2	25.2	19.3	14.2	6.6	10.5	13.6	20.6	31.0	34.8	-	13.1	22.4	17.4	10.2	20.9	5.7	10.3	100.0
Unweighted Base	3759	683	799	797	701	317	462	422	627	797	1913	189	284	633	520	440	963	284	446	3759

AFFLUENT BANNER

	AFFLUENT SEGMENTATION					MILLIONAIRES					OTHER AFFLUENT SEGMENTS											
	All U.S. Households	Non-Affluent	Total Affluent	Balanced Builders	Focused Builders	Real Asset Builders	Bor-der Cap-able	Wealthy Re-tired	Entre-pre-neurs	Total As-sets	Net Worth	Finan-cial As-sets	Inve-ble As-sets	Full Ser-vice Acct.	Dis-count Acct.	Fre-quent Tra-ders	Pri-vate Bank Users	Trust Estab-lishers	Wrap Fee Ac-counts	PC Ban-kers	PC Inve-stors	
Weighted Base (000)	114734	97856	16878	3203	1768	2767	911	2192	3346	2692	6405	5353	2610	2185	19041	8832	1863	6648	6339	5705	13626	9789
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	85.3	100.0	19.0	10.5	16.4	5.4	13.0	19.8	15.9	5.6	4.7	2.3	1.9	16.6	7.7	1.6	5.8	5.5	5.0	11.9	8.5
Male head of household only	19336	17486	1850	158	253	126	78	271	718	247	783	730	173	163	3044	1882	434	1551	840	1199	2445	1718
	16.9	17.9	11.0	4.9	14.3	4.6	8.5	12.4	21.4	9.2	12.2	13.6	6.6	7.4	16.0	21.3	23.3	23.3	13.3	21.0	17.9	17.6
	100.0	90.4	100.0	8.5	13.7	6.8	4.2	14.7	38.8	13.4	4.0	3.8	0.9	0.8	15.7	9.7	2.2	8.0	4.3	6.2	12.6	8.9
Female head of household only	33048	31456	1592	240	201	162	23	93	652	221	868	648	231	218	3423	973	162	1293	1547	1078	1524	806
	28.8	32.1	9.4	7.5	11.3	5.9	2.5	4.3	19.5	8.2	13.6	12.1	8.9	10.0	18.0	11.0	8.7	19.4	24.4	18.9	11.2	8.2
	100.0	95.2	100.0	15.1	12.6	10.2	1.5	5.9	40.9	13.9	2.6	2.0	0.7	0.7	10.4	2.9	0.5	3.9	4.7	3.3	4.6	2.4
Both a male and a female head	62350	48915	13436	2805	1315	2479	810	1827	1976	2224	4754	3975	2206	1805	12573	5977	1267	3804	3952	3429	9658	7265
	54.3	50.0	79.6	87.6	74.4	89.6	88.9	83.4	59.1	82.6	74.2	74.3	84.5	82.6	66.0	67.7	68.0	57.2	62.3	60.1	70.9	74.2
	100.0	78.5	100.0	20.9	9.8	18.4	6.0	13.6	14.7	16.6	7.6	6.4	3.5	2.9	20.2	9.6	2.0	6.1	6.3	5.5	15.5	11.7
Unweighted Base	3759	2273	1486	397	116	243	53	96	285	296	725	605	360	296	1103	621	184	244	446	317	709	662

Top number represents households in thousands, middle number is column percent, bottom number is row percent.