

Segment Examples

Fastest Growing Segment:

- **(04) Boomburgs**

- Two income, Married couples with children
- 73% houses built since 1990
- Own company stocks, Children use PC at home



Oldest Segment:

- **(04) Elders**

- Median HH Income: \$36,000
- Median Age: 72.8 years
- Medicare, Conservative, WWII generation, Watch CNN



Wealthiest Segment:

- **(01) Top Rung**

- Median HH Income: \$168,400
- Median Age: 43.3 years
- Internet stock trades, WSJ, Median Home Value: \$721,900

