



AFFLUENT ADULTS PSYCHOGRAPHICS

AUTOMOTIVE & BOATING		INDEX	TRAVEL		INDEX
I follow the latest developments in the automotive world		222	I prefer organized group tours rather than traveling independently		187
I enjoy keeping up with the latest news and developments in boating and sailing		221	I like to extend my business trips to include leisure travel whenever possible		147
People often ask my advice when they are considering buying or leasing a new vehicle		185	I go out of my way to make sure that fine food and wine are part of every vacation		139
I usually get the top-of-the-line model that includes most of the luxury options offered		175	Travel publications and television programs inspire me to seek out new experiences		132
I prefer vehicles that are high performance and fun to drive		147	I enjoy keeping up with the latest news and trends concerning travel		131
FASHION, STYLE & SHOPPING		INDEX	TECHNOLOGY		INDEX
I enjoy keeping up with the latest trends in watches and jewelry		196	While at home I prefer video gaming over other forms of entertainment		206
People often ask my advice when they are thinking about making a significant purchase		180	People often ask my advice when they are looking to buy technology or electronics products		176
I prefer to buy designer or luxury brands		175	I am usually one of the first of my friends to try new technology products		165
I do not feel dressed without jewelry		155	I enjoy keeping up with the latest developments in consumer electronics & home entertainment equipment		156
I enjoy keeping up with the latest fashions and trends		151	I enjoy reading/learning about new technology products		145
LEISURE AND LIFESTYLE		INDEX	HOME		INDEX
I regularly see movies on opening weekend		188	People often ask my advice when it comes to home decorating and remodeling		171
I enjoy keeping up with the latest trends and innovations in sports and athletic gear		176	I enjoy keeping up with the latest news about design, architecture, artwork and collectibles		162
People often ask my advice when it comes to entertainment choices and leisure activities		152	I enjoy keeping up with the latest innovations in home appliances		158
I enjoy keeping up with the latest news in entertainment and about celebrities		151	I keep up with home decorating and remodeling news and trends		157
I look forward to reading the latest books and discovering new authors		139	I'm always looking for new ways to improve my home		125
GENERAL ATTITUDE		INDEX	ENTERTAINING		INDEX
I am a risk taker		149	I would rather go to a more formal dinner party than a casual get-together		210
I like to stand out from others		147	I keep up with news and information about wines and spirits		193
I like to do things on the spur of the moment		142	I'm usually the life of the party		189
I tend to take the lead in decision-making		121	I enjoy learning about new cocktails and other trends in alcoholic beverages		155
My family and I watch movies or TV together several times each week		114	I like to try new and different wines		140
HEALTH & WELLNESS		INDEX	FINANCIAL		INDEX
I have asked my doctor about brand name prescription drugs that I've seen in advertisements		183	People often ask my advice about financial issues and investing		165
I am willing to pay a premium for brand-name prescription drugs		166	The stock market is too risky for me		158
People often ask my advice when it comes to health issues		150	I am actively looking for financial advice from professionals		155
I enjoy keeping up with the latest trends and innovations in skin care, cosmetics and fragrances		140	I usually consult a financial expert before deciding on money issues		144
I enjoy keeping up with the latest trends and innovations in health, personal care and wellness		128	I keep up with news and developments related to personal/life insurance		142