



Ultra Affluent

America's Ultra Affluent have money to spend. These households have a net worth in excess of \$2MM and big incomes.

Segments

7,122,200	Total with \$2MM+ Net worth	\$65.00
1,664,900	Household Income \$250K+	+\$2.50
500,100	Household Income \$500K+	+\$5.00
211,712	Income \$1MM-\$2MM+	+\$8.00

Price per 1000 records is for single use of data. Call for additional usage.
Order Minimum: \$200 plus Output Format Charges (up to 3,076 records)

Description

America's Ultra Affluent households have purchasing power that far surpasses the average household. This file has been enhanced to include many self-reported interests that can help focus your campaign. These include equestrian, pet owners, wine, casino gaming, boating, skiing and more.

Actual purchase transactions within the past 2 years include; jewelry, antiques, art, photo & video equipment and more.

Data is compiled through public and proprietary sources.

File is selectable by zip, state, county, radius or Congressional District.

Additional Selections

Adult Age	\$2.50
Income	\$2.50
Number of Children	\$2.50
Children's Age Ranges	\$2.50
Vacation Home Owners (highly likely)	\$9.00
Home Market Value	\$10.00
Purchase Transactions	\$8.00
# of Catalog purchases over \$1000	\$5.00
Special Interests	\$7.00

Priced per 1000 records – Select charges apply toward \$200 minimum order

Formats

Internet Delivery of file	\$35.00	Delivered in CSV/Excel or dBase
Mailing Labels	\$10/1000	\$50 Minimum, plus shipping
CD ROM	\$75.00	Plus Shipping

Contact

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