



Top 50 Counties for Investable Assets over \$500,000

Financial Behavior Models

The investable asset model provides a privacy assured means of:

- ◆ Assessing markets for concentrations of assets and prospects
- ◆ Evaluating wealth characteristics within a customer base
- ◆ Targeting the best prospects for your offer

Note: The Index compares each county to the US average.

Rank	County	State	Index
1	Dukes	MA	245.1
2	San Francisco	CA	208.6
3	Elbert	CO	199.3
4	Nantucket	MA	195.2
5	Marin	CA	194.4
6	Goochland	VA	189.0
7	Rappahannock	VA	182.0
8	San Mateo	CA	181.9
9	Douglas	CO	177.7
10	Santa Fe	NM	175.9
11	Santa Cruz	CA	174.1
12	Hunterdon	NJ	171.8
13	Catron	NM	171.1
14	Campbell	SD	171.1
15	Williamson	TN	170.2
16	Schleicher	TX	165.9
17	Falls Church City	VA	162.2
18	San Juan	WA	162.1
19	Fauquier	VA	162.1
20	Chester	PA	161.2
21	Alameda	CA	160.5
22	Emmons	ND	159.5
23	Teton	WY	159.3
24	New York	NY	157.2
25	Frontier	NE	156.4
26	Sioux	NE	155.9
27	El Dorado	CA	155.2
28	Contra Costa	CA	153.0
29	Santa Clara	CA	151.6
30	Denali	AK	151.3
31	Sonoma	CA	151.0
32	Gilpin	CO	149.8
33	Golden Valley	MT	149.3
34	Borden	TX	149.3
35	Blaine	ID	149.3
36	Denver	CO	148.7
37	Geauga	OH	148.5
38	Loudoun	VA	147.5
39	Montgomery	MD	146.7
40	Faulk	SD	146.7
41	Routt	CO	145.4
42	Orange	CA	144.7
43	Ventura	CA	144.5
44	District of Columbia	DC	144.4
45	Sitka	AK	144.2
46	Jefferson	LA	143.2
47	Banner	NE	143.2
48	Jefferson	CO	143.0
49	Taos	NM	142.6
50	Morris	NJ	141.9

Empirics Financial Behavior Models

An Information Asset Partners Service

Granular behavioral models help clients identify and target today's best revenue opportunities



Financial Behavior & Channel Affinity

- Obtain Financial Products via Direct Mail
- Switch Primary Financial Relationship
- Use Multiple Financial Relationships
- Attend Financial Seminars
- Use Fee-based Financial Advice

Banking and Investment

- Invest in New Mutual Funds
- Invest in 529 Plans (college savings)
- Invest in Annuities
- Invest in Money Market Deposit Accounts
- Have Net Worth \geq \$1,000,000

Health Insurance

- Buy Individual Health Insurance
- Buy Supplemental Health Insurance
- Buy Long Term Care Insurance
- Custom Models Upon Request

Insurance

- Switch Auto Insurer
- Buy Life Insurance (all types)
 - Buy Term Life Insurance
- Buy Disability Insurance