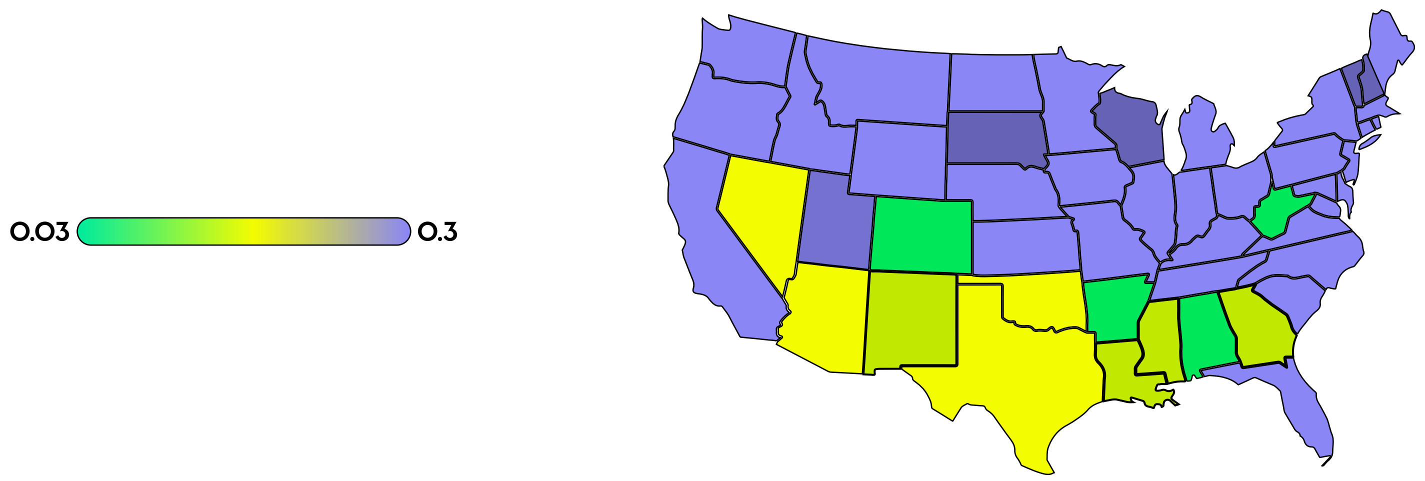
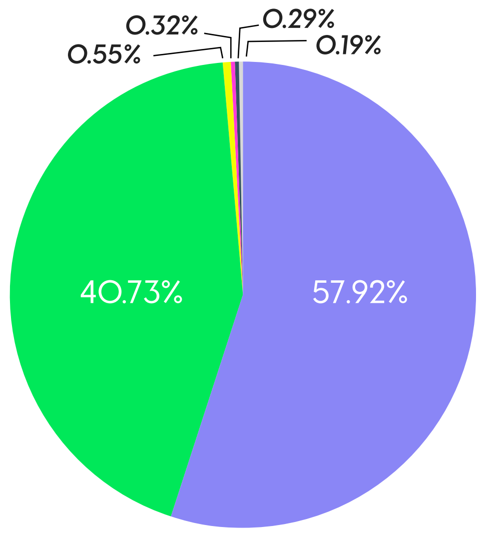
Financial Advisor Clients

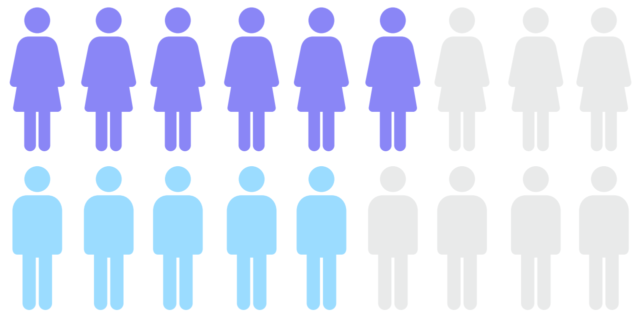


Affinity By State



Married | Divorced | Relationship
Single | Engaged | Widowed

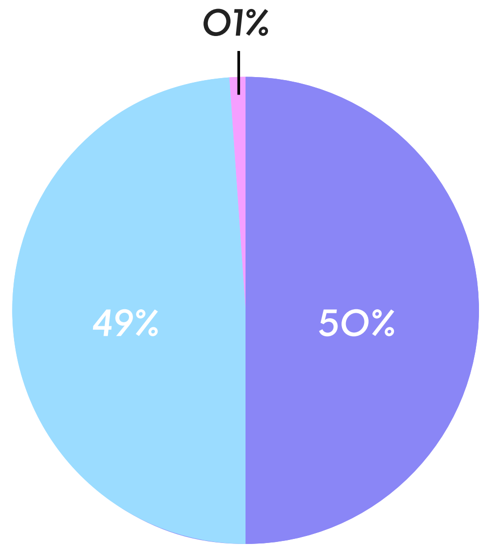
Marital Status



Female | 52%

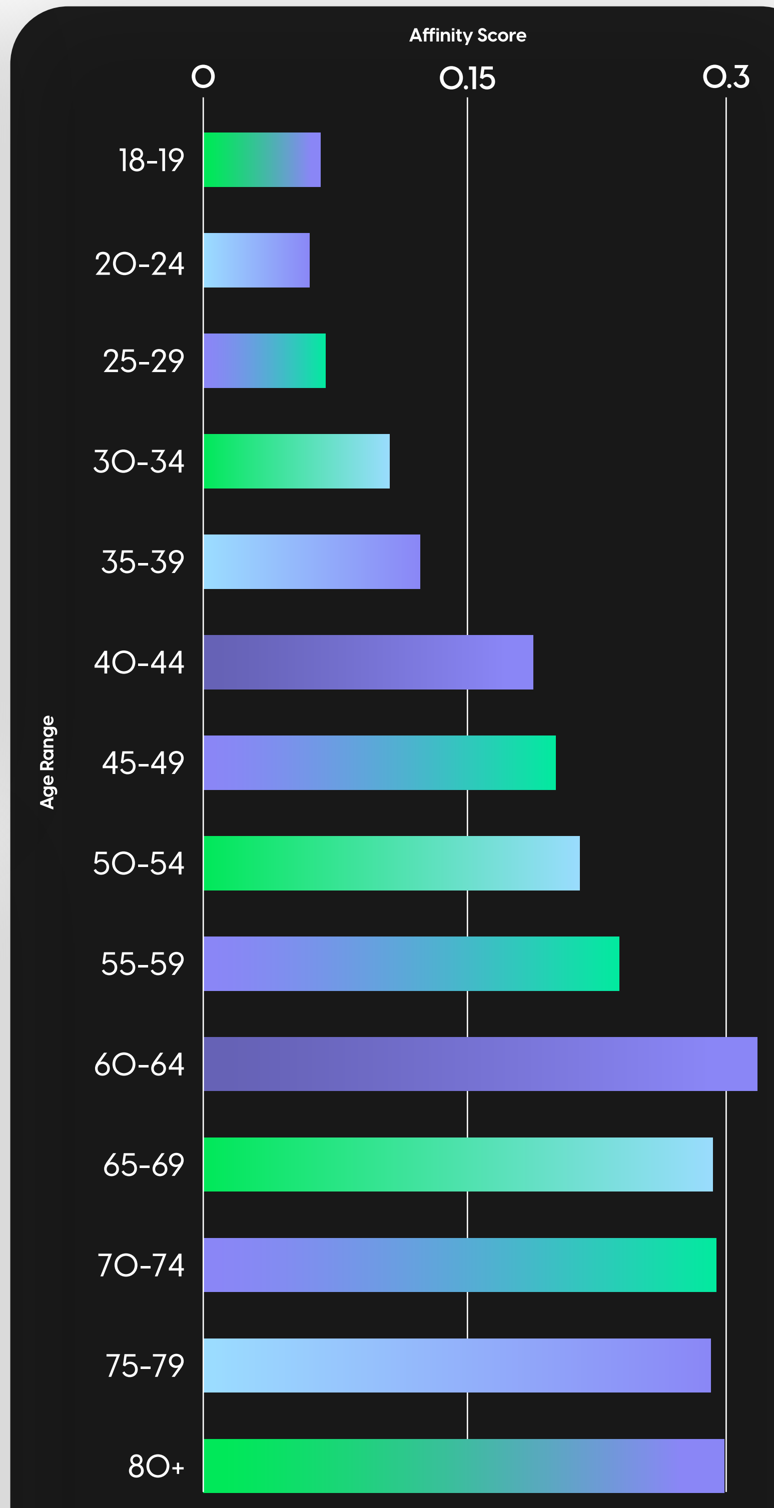
Male | 48%

Gender Breakdown



Democrats | Republicans | Independent

Political Breakdown



Age Breakdown

When it comes to managing wealth, today's financial advisor clients aren't just looking for someone to crunch numbers—they want strategic partners who understand their lifestyle, interests, and long-term goals. These savvy individuals often juggle multiple premium credit cards, stay plugged into current events through magazines and online news, and map out their next luxury getaway while maximizing travel perks. They're seasoned travelers, informed decision-makers, and value-driven consumers who expect top-tier experiences across every touchpoint. For marketers aiming to connect with this high-value audience, it's not just about dollars and cents—it's about understanding what makes them tick. Let's dive into who these clients are, what drives their financial choices, and how you can tailor campaigns that truly resonate.

Top Affinities

$60k - $90k

Household Income Affinity Majority

369,142,796

Sample Population