

aidentified



# HENRY

Analysis

Dec 11th, 2019



## Meet the HENRYs

(High Earners, Not Rich Yet)

**HENRYs**, first coined by Shawn Tully, Fortune Magazine in 2008 represent approximately 20 million people across the United States, ages range from 25 to 45 and earn between \$120k and \$250k per year. They have assets less than \$1mil, are tech savvy and love online shopping. While household income may be approaching \$500k, HENRYs are ... not rich yet.

From a consumer perspective, HENRYs are targets of luxury hotels and travel destinations, sports clubs, fine restaurant, private schools and online shopping sites.

Financial advisors seek HENRYs due to their good credit standing, income and future potential.

## Interesting Statistics

- 57:43 women to male ratio
- 34% own mutual funds / cd
- 30% are married
- 5% have homes valued >\$750k
- 78% earn between \$100k and 150k, 7% earn over \$250k
- 34% have networth between \$100k and \$249k, 21% between \$250k and \$499k
- 77% of HENRYs have more than 1 child
- Most represented title groups are Manager and Vice President

Source: *Aidentified Vault*

## HENRY ages range between 25 and 45

Age Range	Number
25-29	4,967,129
30-34	7,291,170
35-39	4,197,303
40-44	4,397,342
<b>Total</b>	<b>20,852,944</b>

Source: *Aidentified Vault*

## By States

The top 5 states for HENRYs include California, Texas, New York, Florida and Illinois

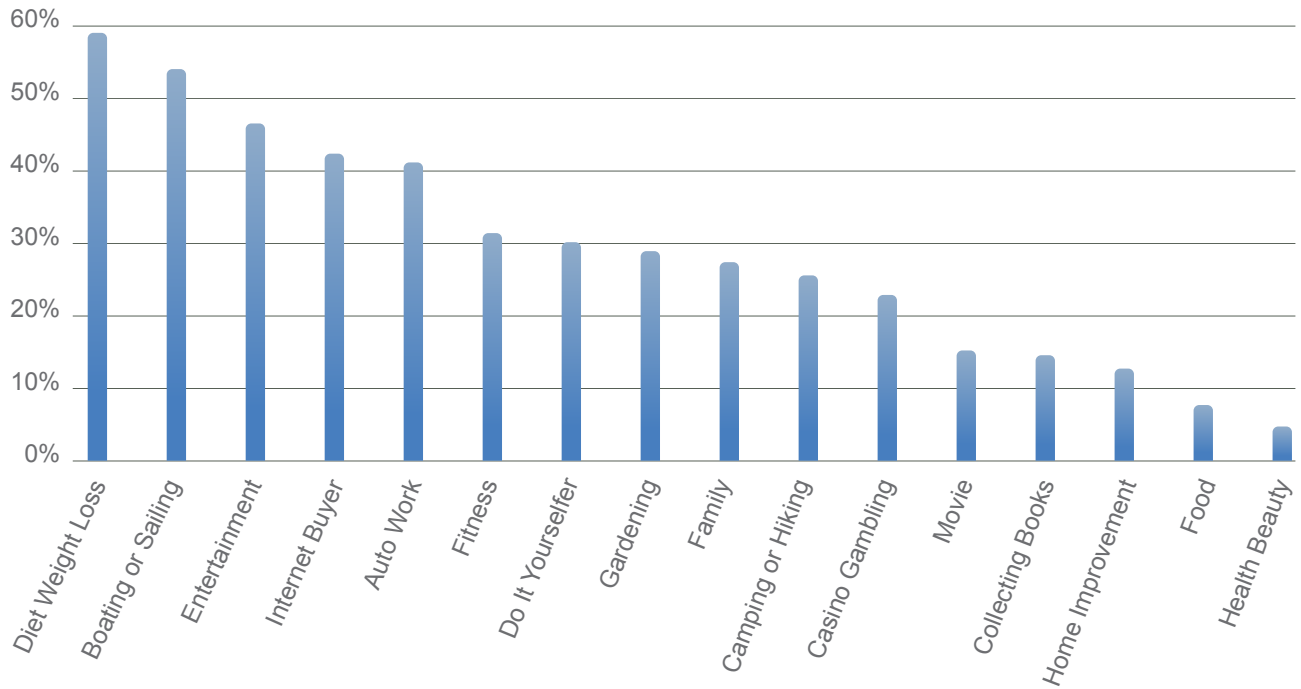
State	#	State	#	State	#
CA	3,002,244	IN	346,167	NE	102,246
TX	1,638,896	CT	342,888	MS	92,312
NY	1,470,838	MO	340,737	NH	87,321
FL	1,311,682	TN	338,193	RI	78,056
IL	830,101	AZ	303,268	ID	69,716
NJ	813,625	WI	295,104	DE	64,639
OH	752,630	OR	281,387	NM	61,117
PA	749,385	UT	241,078	ME	55,967
GA	648,985	SC	234,968	HI	55,187
VA	640,579	AL	231,082	WV	55,018
NC	629,938	LA	201,042	DC	47,893
MI	621,136	KY	201,014	AK	45,528
MA	617,046	IA	174,480	MT	43,649
MD	594,804	OK	169,069	SD	35,950
WA	567,929	NV	168,924	VT	28,653
CO	432,955	KS	156,258	ND	25,871
MN	411,848	AR	117,445	WY	21,959

## Highest Concentration by Zip Code

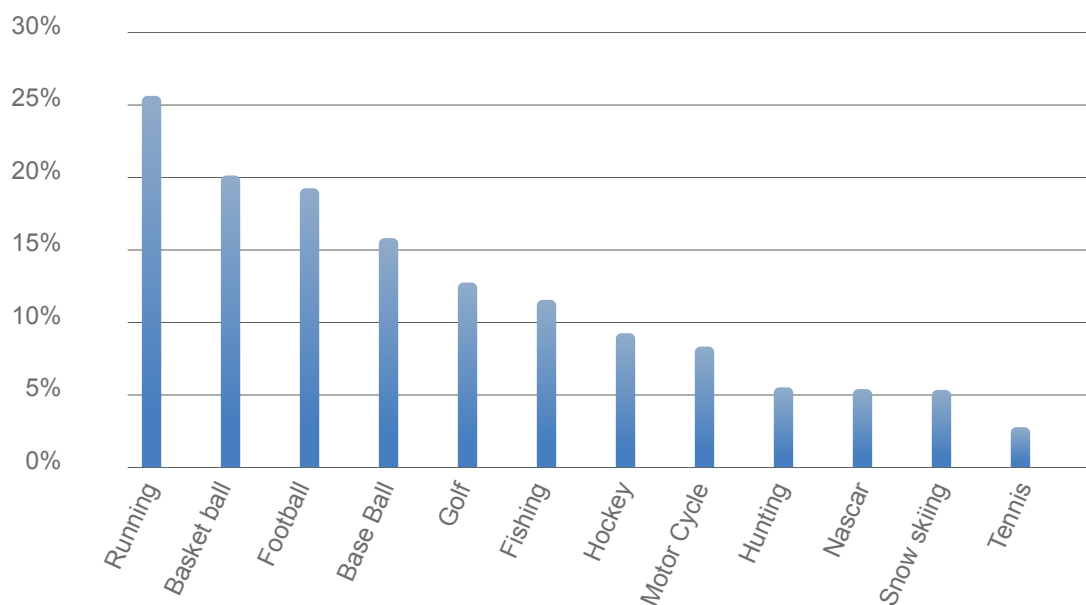
Zip	City, State
77494	Katy, TX
77479	Sugar Land, TX
77429	Cypress, TX
77379	Spring, TX
28277	Charlotte, NC
91709	Chino Hills, CA
30024	Suwanee, GA
95630	Folsom, CA
77573	League City, TX
30022	Alpharetta, GA
10314	Staten Island, NY
77584	Pearland, TX
11215	Brooklyn, NY
92592	Temecula, CA
30062	Marietta, GA
80134	Parker, CO
77459	Missouri City, TX
93065	Simi Valley, CA
97229	Portland, OR
11746	Huntington Station, NY

## General Interests

Below is an overview of HENRY interests. For retailers, it is important to note that >40% of HENRYs are internet buyers.

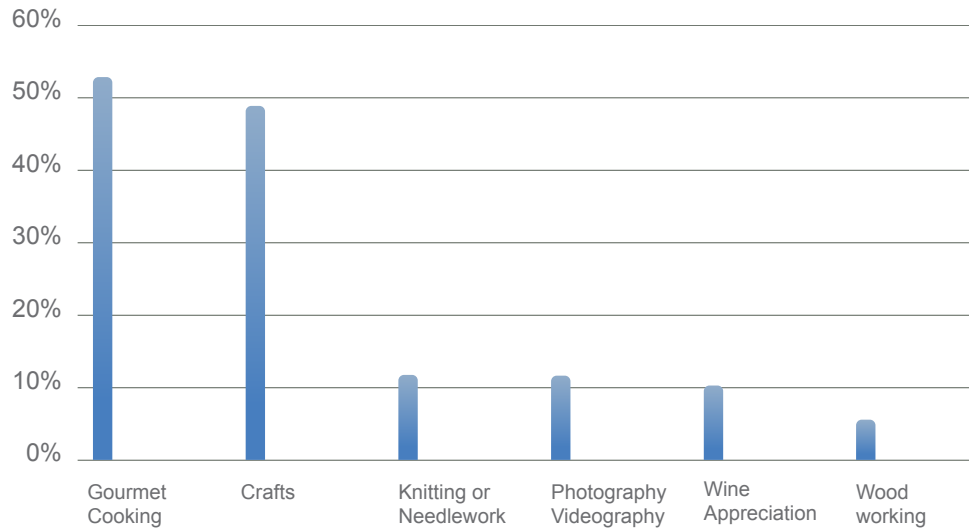


## Sports Interests

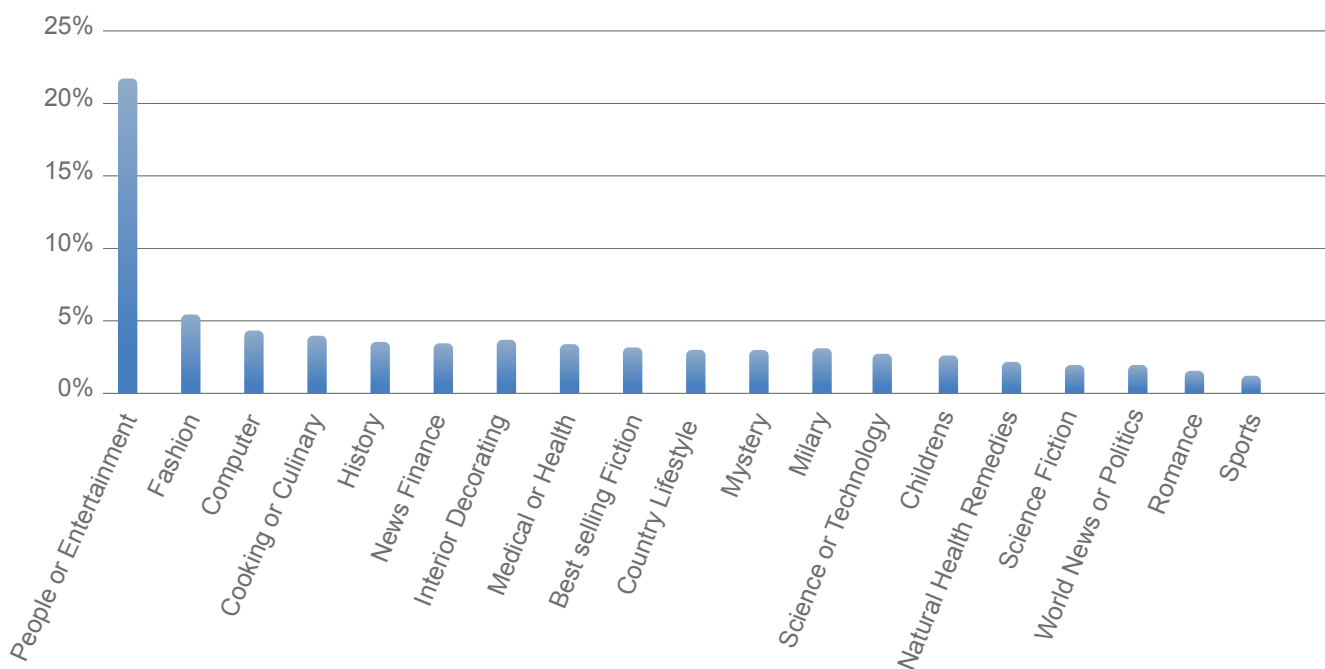


## Hobbies

More than 50% of HENRYs enjoy gourmet cooking.

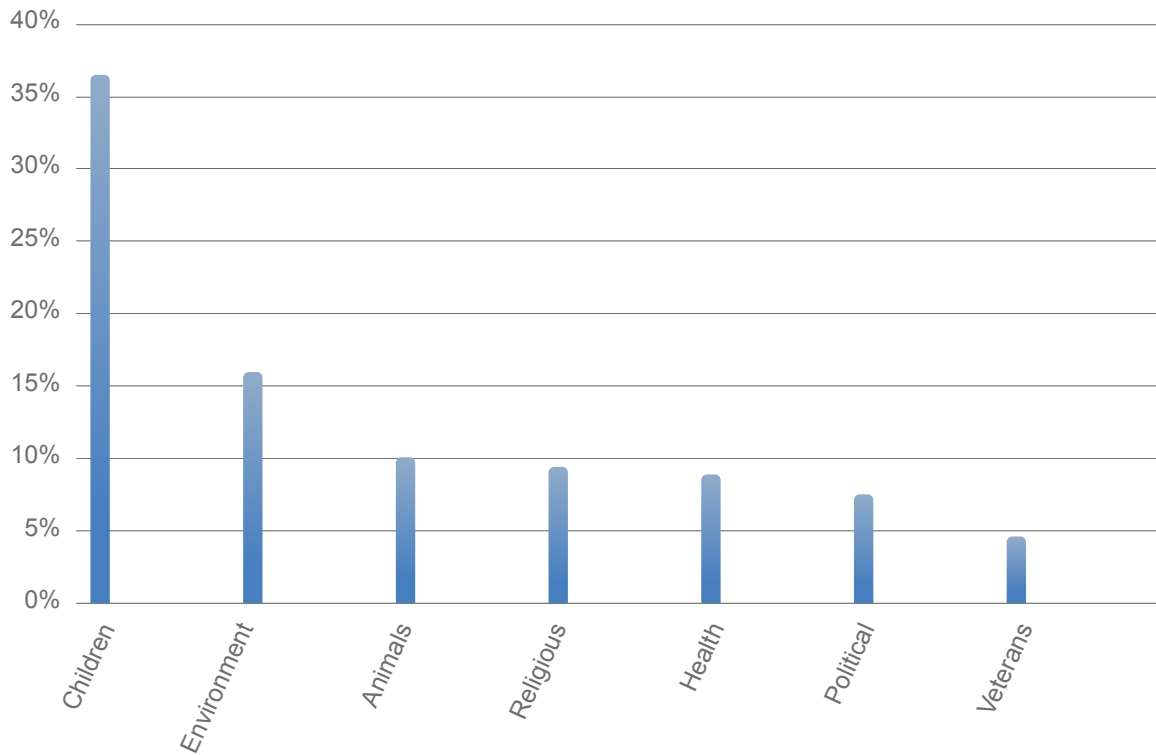


## Reading Interests



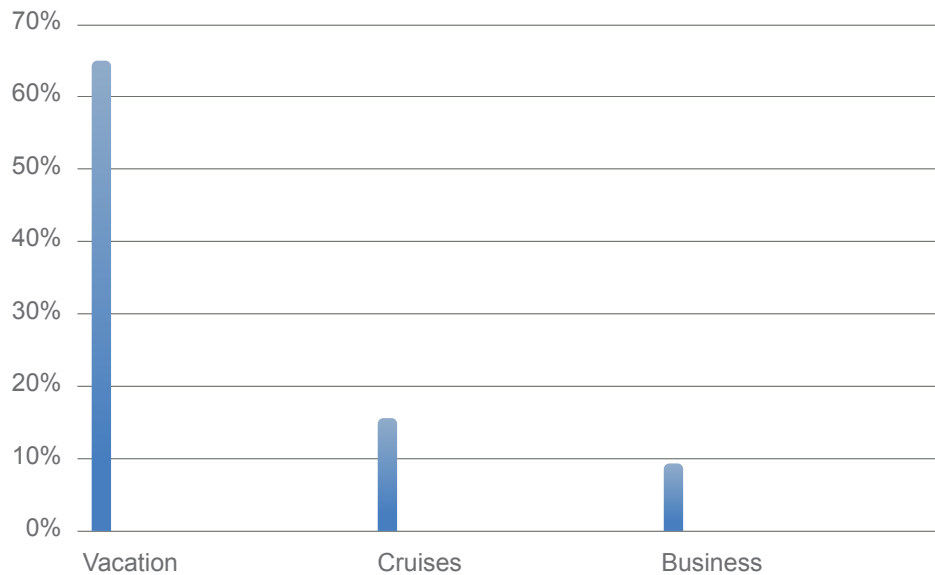
## Contributions to Charitable Causes

More than 35% of HENRYs contribute to causes supporting children.



## Travel Split

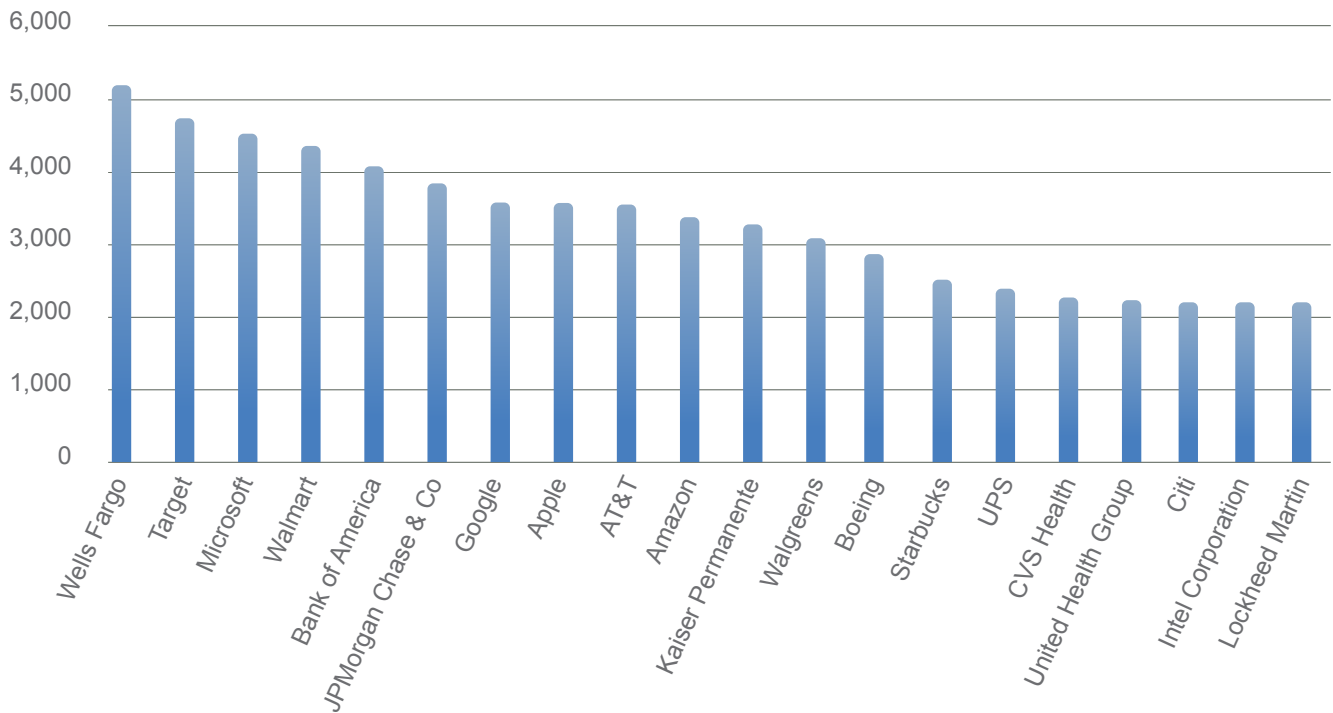
Overview of HENRYs split of travel





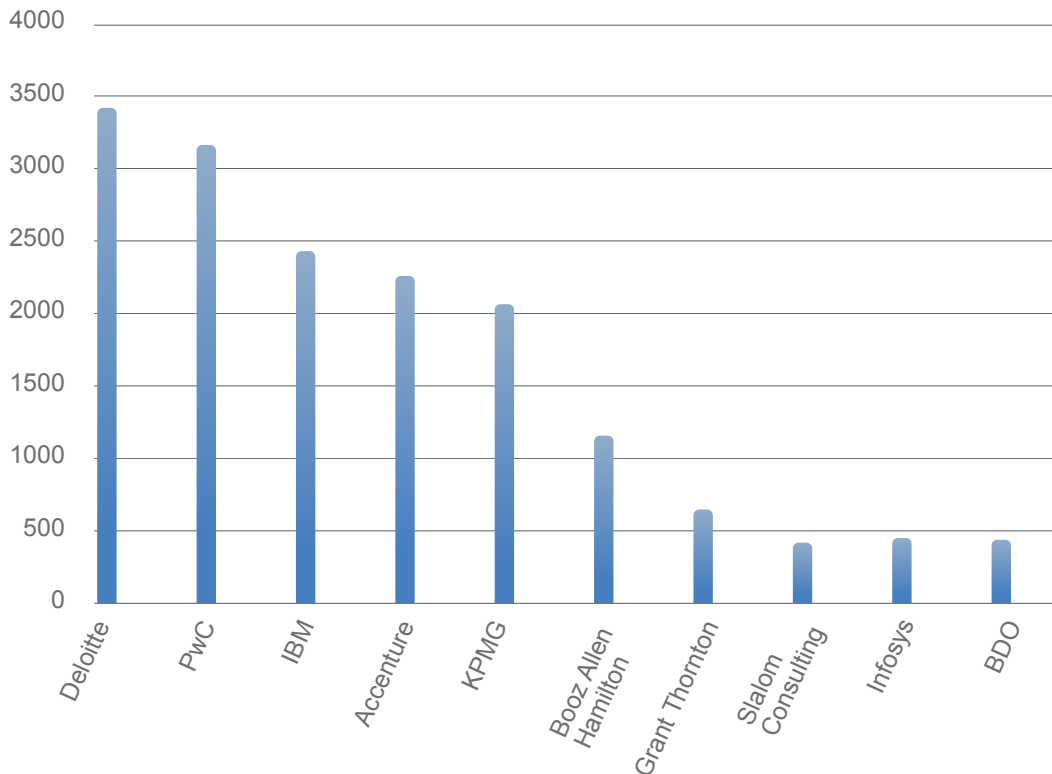
## HENRYs Across Major Corporations

Overview of employers of HENRYs



## HENRY's In Advisory Services

Overview of HENRYs represented in advisory firms



## About Aidentified

- Aidentified develops innovative technologies based on years adapting AI, auto-Machine Learning, and enhanced prediction and scoring algorithms that target \$30 billion+ of wealth-related markets
- The company is a unique leader in the real-time monitoring and compiling of over 300 million U.S. profiles with both consumer and professional attributes from proprietary and 3rd party sources
- We have mapped \$1 trillion in 2019 'Money in Motion' Events from 1,170 companies to the new 23,400 Executives, and over 57,000 Executives that sold \$1.3 trillion in Insider Sales + \$209 billion remaining
- Based on its innovative matching algorithms, Aidentified can deliver a next-generation of scoring and propensities that can enrich and discover 'in-market' targets that are ready to buy

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*Aidentified, LLC,  
33 Bradford Street, Concord, MA 01742, United States*

*hello@moneyinmotion.com*