

What is Estimated Household Income?

Estimated Household Income is one of the most widely used attributes for wealth screening. The measurement provides a value for every household in the database. Values range from \$5,000 - \$500,000, in increments of \$4,000.

The model integrates the latest income statistics from the U.S. Census Bureau and self-reported survey data, plus actual changes in the dynamics of earned income. The model is based upon a comprehensive statistical analysis consisting of several individual, household and neighborhood-level characteristics. The model has also been validated against both IRS and Census income information.

Methodology

The reported household income data is derived from a large, well-respected national survey of consumers called the MRI survey. Name and address are matched, then appended to MRI's demographic survey. The income model is built on these records and then adjusted locally to match census income distributions.

The creation & implementation of the model is a four-step process:

1. Data is segmented into three distinct universes to account for maximum variation.
2. Regression models are coded and scored on each universe.
3. A national adjustment is applied to each universe so that it more closely matches the survey distribution.
4. The final estimates are adjusted at both the county and block group level to better reflect the income distributions provided by the most recent Census data.

Interesting Facts

- » Households that earn \$352,000 or more make up about the Top 1% of all US households.
 - » The highest concentrations of these households are in Virginia, New Jersey, and Connecticut.
 - » These households tend to be heavy online buyers, investors, and donors.
- » The national median household income is \$53,000.
 - » Tech savvy households (those that are both Heavy Internet Users and Early Technology Adopters) have a median income of \$131,000.
 - » Maryland has the highest median income at \$73,000.
 - » Mississippi has the lowest median income at \$37,000.
- » The highest earning age range for heads of household is 55-59 years old, median \$69,000.
- » The lowest income level that our model predicts is \$5,000 per year.
 - » The highest concentrations of these households are in Mississippi, Louisiana, and Alabama.