

Affluent Reader Profile (MMR 2008)

HOUSEHOLD INCOME

Median	\$170,300
\$125,000 or more	73.6%
\$150,000 or more	56.3%
\$200,000 or more	39.5%
\$250,000 or more	29.9%

AGE

Median	54.7 years
25-54	50.9%
55-64	28.6%
65 or older	20.5%

MARITAL STATUS

Married	93.8%
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EDUCATION

Post graduate study or degree	27.6%
College degree or beyond	69.3%
Some college or beyond	84.4%

OCCUPATION

Any chief officer (net)	29.6%
Management, professional and related	55.2%
Owner/partner in own business	29.4%

HOUSEHOLD ASSET VALUE

Median	\$1,848,000
\$750,000 or more	87.2%
\$1,000,000 or more	80.9%
\$2,000,000 or more	47.3%
\$3,000,000 or more	28.2%

Source: 2008 Mendelsohn Affluent Survey, Heads of House,
Household Income \$100,000+