

Affluent Reader Profile

DEMOGRAPHICS

Men	79%
Women	21%
Age 35-64	65%
Married	88%
College degree or beyond	84%

AFFLUENCE

Average household income	\$256,000
Average net worth	\$2,245,000
Average market value of investment portfolio	\$1,878,300
Average value of principal residence	\$760,000

LEADERS

C-suite/President/VP	42%
Owner/Partner	26%
Served as officer for club or organization	45%
Made a speech	38%
Written a letter/article that has been published	26%

TRAVEL

Average spent on domestic vacations in the last 12 months	\$6,100
Average spent on foreign vacations in the last 12 months	\$9,100
Taken a cruise in the last 3 years	42%
Average spent on a cruise in the last 3 years	\$10,300

GOLF

Average rounds of golf played in the last 12 months	71
Average spent on golf equipment, apparel, accessories in the last 12 months	\$825

READERSHIP

Read 3 or 4 out of 4 issues	82%
Read 4 out of 4 issues	72%

Source: 2010 MRI Reader Profile Study