

## AFFLUENT READER PROFILE (IPSOS)

TOTAL AUDIENCE: 908,000

### DEMOGRAPHICS

WOMEN.....	43.2%
MEN .....	56.8%
MEDIAN AGE .....	42
AGE 25-54 .....	74%
MARRIED OR PARTNERED .....	94%

### HOUSEHOLD INCOME

MEDIAN HHI .....	\$195,672
HHI \$150,000+.....	77%
HHI \$200,000+ .....	48%
HHI \$250,000+ .....	25%

### EDUCATION

ANY COLLEGE .....	97.9%
GRADUATED COLLEGE OR MORE.....	90.1%

### HOME OWNERSHIP/VALUE

MEDIAN VALUE OF PRINCIPAL RESIDENCE .....	\$683,792
OWN PRINCIPAL RESIDENCE .....	94%
VALUE OF OWNED HOME \$500,000+.....	64.2%

### NET WORTH

MEDIAN NET WORTH.....	\$1,902,281
MEDIAN VALUE: LIQUID ASSETS & REAL ESTATE.....	\$2,718,111
LIQUID ASSETS & REAL ESTATE \$1,000,000+.....	90.1%
HH LIQUID ASSETS \$1,000,000+ .....	49.1%
HH LIQUID ASSETS \$3,000,000+ .....	17.7%