

IPSOS READER PROFILE

2014 IPSOS* AFFLUENT SURVEY REFLECTING HHI \$100,000+ HOUSEHOLDS

READERSHIP

	AUDIENCE (000)	COMPOSITION (%)
Total Affluent Households	2,318	100
Men	966	42
Women	1,352	58
Children in Household	732	32
A/B County	1,928	83

AGE

Age 18-49	1,153	50
Age 25-44	729	31
Age 25-54	1,285	55
Median Age: 50		

EDUCATION

Attended College+	2,191	95
Graduated College+	1,657	72

OCCUPATION

Employed	1,831	79
Full Time Employed	1,328	57
Management/Professional	1,504	65
Top/Middle Management	788	34
Dual Income+ Household	1,684	73

HOUSEHOLD INCOME

HHI \$125,000+	1,870	81
HHI \$150,000+	1,320	57
Median HHI: \$163,900		

PERSONAL INCOME

IEI \$50,000+	1,622	70
IEI \$75,000+	1,200	52
Median IEI: \$77,700		

HH NET WORTH

Median Total Financial Accounts Plus Real Estate: \$972,800		
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HOME OWNERSHIP

Own Primary Residence	2,077	90
Total Financial Accounts Plus Real Estate \$1 MM+	1,126	49
Own 2+ Residences	751	32

* Formerly Mendelsohn Affluent Survey