

ipsos reader profile

2014

2013 IPSOS* AFFLUENT SURVEY REFLECTING HHI \$100,000+ HOUSEHOLDS

READERSHIP		AUDIENCE (000)	COMPOSITION (%)
	Total Affluent Households	2,341	100
	Men	1,010	43
	Women	1,331	57
	Children in Household	786	34
	A/B County	2,060	88
AGE			
	Age 18-49	1,201	51
	Age 25-44	831	36
	Age 25-54	1,313	56
	Median Age: 49.3	·	
EDUCATION			
	Attended College+	2,191	94
	Graduated College+	1,737	74
OCCUPATION			
	Employed	1,850	79
	Full Time Employed	1,501	64
	Management/Professional	1,565	67
	Top/Middle Management	793	34
	Dual Income+ Household	1,703	73
HOUSEHOLD INCOME			
	HHI \$125,000+	1,902	81
	HHI \$150,000+	1,297	55
	Median HHI: \$160,618		
PERSONAL INCOME			
	IEI \$50,000+	1,731	74
	IEI \$75,000+	1,245	53
	Median IEI: \$82,591		
HH NET WORTH			
	Median Total Financial Accounts Plus Real Estate:	\$920,654	
HOME OWNERSHIP			
	Own Primary Residence	2,143	92
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	Total Financial Accounts Plus Real Estate \$1 MM+	- 1,095	47

^{*} Formerly Mendelsohn Affluent Survey