

READER PROFILE

// 2009 MMR AFFLUENT HEADS OF HOUSEHOLD //

	AUD (000)	COMP (%)	INDEX
TARGET			
Total Adults	1202	100.0	100
Men	613	51.0	101
Women	589	49.0	99
AGE			
Age 18-34	135	11.2	80
Age 35-44	242	20.1	77
Age 35+	1067	88.8	103
Age 45-54	345	28.7	95
Age 55-64	298	24.8	119
Age 65+	182	15.1	169
// MEDIAN AGE 51.8 // AVERAGE AGE 51.1 //			
PERSONAL			
Postgraduate Study	82	6.8	125
Attended/Graduated College+	938	78.0	96
Opinion Leaders	623	51.8	123
Private Club Members	706	58.7	144
OCCUPATION			
Top Management	241	20.0	121
C-Title	251	20.9	121
Served on Board of Directors	146	12.1	137
HOUSEHOLD INCOME			
HHI \$1MM+	31	2.6	226
HHI \$500k+	56	4.7	155
HHI \$200k+	306	25.5	138
// MEDIAN HHI \$148,429 // AVERAGE HHI \$232,802 //			
HOME OWNERSHIP			
Home Owned	1168	97	101
Home Value \$3MM+	13	1.1	184
Home Value \$1MM+	103	8.6	161
Home Value \$500k+	413	34.4	131
// MEDIAN HV \$416,533 // AVERAGE HHI HV \$530,680 //			
LIQUID ASSETS			
Liquid HH Assets \$1MM+	219	18.2	152
Liquid HH Assets \$500k+	410	34.1	132
Liquid HH Assets \$250k+	599	49.8	120
// MEDIAN HH LIQUID ASSETS \$249,135 // AVERAGE HH LIQUID ASSETS \$671,744 //			

Source: 2009 MMR HoH \$100k+