Monitor Readers

**Affluent**
The mean annual household income is $112,500
The mean household net worth is $1,058,000

**Well educated**
83% have graduated from a four year college or more
47% hold a postgraduate degree

**Thought leaders**
83% voted in federal, state, or local election
37% served on a committee for some local organization
31% are active member of any group that tries to influence public policy or government

**Active investors**
66% own mutual funds
52% own common or preferred stock

**Experienced travelers**
53% have taken a trip to a foreign country in the last 3 years

**Business professionals**
81% of our employed readers are professional/managerial
34% of our employed readers are an owner or partner
10% of our employed readers are C-level executives

**Gender**
Women 59%  Men 41%

**Median Age**
66

Monitor data via the 2007 Subscriber Study, MRI Custom Division  *MRI US Adults, Index=Monitor subscribers vs. MRI US adults*