



we are More

2005 MENDELSON AFFLUENT SURVEY ADULT DEMO PROFILE IN MORE

	AUDIENCE (000)	% COMP	INDEX
Adults (Heads of Household)	823	100.0	100
Women (Heads of Household)	764	92.8	187
Men (Heads of Household)	59	7.2	14
Age 18-24	15	1.8	197
Age 25-34	29	3.5	26
Age 35-44	163	19.8	72
Age 45-54	388	47.1	147
Age 55-64	194	23.6	130
Age 65+	35	4.25	56
Median Age	50.3		
HHI \$100,000+	644	78.3	107
HHI \$200,000+	162	19.7	158
HHI \$300,000+	51	6.2	133
Median HHI	\$128,098		
Employed	620	75.3	93
Professional/Managerial	451	54.8	102
Married	740	89.9	101
Any Children	125	15.2	80
Attended/Graduated College+	672	81.7	105
Graduated College+	378	45.9	91
Own Home	816	99.2	102
Median Home Value	\$349,655		
Median Total Asset Value of HH	\$1,092,356		

Smart Talk for Smart Women