

# Metropolitan Home

## Reader Profile | 2008 MMR

Total Affluent Heads of Household	926,000
	<b>% Comp</b>
Women	76.5
Men	23.5
18-34	8.3
35-54	56.3
55+	35.4
25-49	48.7
25-54	64.6
<b>Median Age</b>	<b>50.4</b>
HHI \$125,000+	71.8
HHI \$150,000+	53.5
<b>Median HHI</b>	<b>\$157,193</b>
PI \$50,000+	65.2
PI \$75,000+	47.4
<b>Median PI</b>	<b>\$71,151</b>
Asset Value \$500,000+	46.1
Asset Value \$1,000,000+	27.9
<b>Median Asset Value</b>	<b>\$436,509</b>
Attended/Graduated College+	84.9
Graduated College+	67.3
Own Home	96.1
Home Value \$250,000+	85.1
Home Value \$500,000+	50.5
A/B County	86.7
<b>Median Home Value</b>	<b>\$527,790</b>
Married	82.4
Children in HH	40.8
Employed	76.6
Professional/Managerial	57.8

Source: 2008 Mendelsohn Affluent Survey, Base: Heads of Household, HHI \$100,000+