

EXECUTIVES

Delivers the Right Consumers

Affluent Baby Boomers and Executives

Demographic Profile: MRI

Total Adults	3,552,000
Male/Female	58% / 42%
Median Age	49.2
Median HHI	\$87,645
Median IEI	\$56,098
Own Home	76%
Median Home Value	\$281,653

	Composition	Index
HHI \$100,000+	43%	181
HHI \$75,000+	57%	155
HHI \$50,000+	73%	129
IEI \$60,000+	34%	222
IEI \$50,000+	40%	188
Graduated College+	48%	183
Attended College	75%	140
Top Management	16%	171
Professional/Managerial	37%	158
Married	60%	108
C-Level	14%	163