

SUCCESS

What *Achievers* Read

2008 Reader Profile Study

Age

Median: 48.3

Mean: 47.8

18-34:	11.7%
35-44:	25.8%
45-54:	35.3%
55-64:	21%
65 & older:	6%

Sex

Male: 58.9%

Female: 41.1%

Race

White: 81.7%

Black/AA: 11.5%

Asian: 2.4%

American Indian or Alaska Native: 1.4%

Other: 5.6%

(adds up to more than 100% due to multiple responses)

Marital Status

Married: 73%

Single, never married: 11.2%

Separated or divorced: 14.3%

Widowed: 1.5%

Number in Household

Median: 3

Mean: 2.9

1:	12.4%
2:	37%
3:	19.3%
4:	19.7%
5 or more:	11.7%

Children in Household

Any Children	51.4%
5 yrs. & younger	14.5%
6-11 yrs.	17.8%
12-17 yrs.	20.5%
(no value available for children 18 yrs. & over)	

Education

Bachelor's or higher	58.3%
Some college	30.7%
H.S. graduate or GED	10.2%
Less than H.S. graduate	.7%

Employment

Full-time	75.3%
Part-time (less than 35 hrs.)	10.8%
Not employed	13.9%

Self-Employed 53.6%

(This was separate question from "position with company" below. Difference in this and owner/partner below is respondent's opinion of their position. Possibly, they answered "self-employed" based on part-time work and based "position with company" on a full-time job. Both questions are valid with MRI. Choose which #s you wish to use.)

Position with Company

Manager or Higher (any of the below titles)	68.3%
Owner/Partner	37.9%
Chairman/Chief Officer	11.5%
President/Vice President	24.9%
General Manager	4.6%
Manager	15.8%
Treasurer	2.5%
Board Member	2%
None of These	31.7%
(adds up to more than 100% due to multiple responses)	

Number of People Employed by Company for Which Respondent Works

Median: 37.3

Mean: 351.5

9 & Under	41%
10-49	10.9%
50-99	5%
100-499	11%
500-999	4.2%
1,000 & Over	27.9%

Own Home

83.3% own their primary home.

Value:

Median: \$270,800

Mean: \$292,500

\$149,999 & Under	18%
\$150,000-299,999	32.8%
\$300,000 & Over	39.7%
No value given	9.4%

Other Property Owned by HH

39.2% own property other than their primary home; other property types owned:

Investment Real Estate	21.3%
Timeshare	15%
Vacation/Weekend Home	8%
Farm	4.4%
Retirement Real Estate	1.6%

(total adds up to more than 39.2% due to multiple responses)

HHI / 2007

Median: \$101,700

Mean: \$126,300

\$49,999 & Under	9.8%
\$50,000-99,999	31.2%
\$100,000-199,999	32.5%
\$200,000 & Over	9.9%
No value given	16.7%

HH Net Worth

Median: \$400,700

Mean: \$568,300

\$199,999 & Under 18.2%

\$200,000-499,999 25.3%

\$500,000 & Over 29.8%

No value given 26.5%

Portfolio Value

Median: \$99,000

Mean: \$208,800

\$9,999 & Under 12.1%

\$10,000-49,999 15.3%

\$50,000-149,999 23.1%

\$150,000 & Over 32.6%

No value given 17%