

# Reader Affluence

*Foreign Affairs* reaches one of America's wealthiest audiences.

Reader Affluence

	<b>Foreign Affairs</b>		<b>Competition</b>	
	<b>Audience Composition</b>	<b>Index vs. Pop.</b>	<b>Audience Composition</b>	<b>Index vs. MRI Competitive Set</b>
<b>Individual Equivalent Income:</b>				
IEI, \$200,000+	15%	1267	4%	345
IEI, \$150,000+	23%	940	8%	291
IEI, \$100,000+	41%	618	19%	328
IEI, Median	\$93,300	273	\$54,500	171
<b>Household Income:</b>				
HHI, \$200,000+	23%	700	10%	300
HHI, \$150,000+	35%	446	21%	270
HHI, \$100,000+	52%	267	40%	207
HHI, Median	\$125,900	238	\$84,100	158
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<b>Average Household Net Worth:</b>	\$1,349,700			
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<b>Investments:</b>				
Average value of portfolio	\$612,500	941	\$82,000	742
Own common/preferred stock	50%	556	16%	325
Executed 10+ stock transaction in the past 12 months	19%	707	6%	204
Own mutual funds	62%	582	19%	331

Source: MRI 2007 Subscriber Survey  
 Competition defined as readers of at least one of the following publications during their last publication period: Atlantic Monthly, Business Week, The Economist, Forbes, Fortune, or The New Yorker