



HIGH INCOME

- **\$139,000** avg HHI
- **\$174,000** avg HHI under 55
- **\$1,150,000** avg net worth
- **10%** have a net worth of \$2 million+



HIGHLY EDUCATED & PROFESSIONAL

- 60% undergraduate degree (2 times the local avg)
- 40% some graduate level
- 32% graduate degree (3 times national avg)



SUPER ENGAGED INFLUENCERS

- 90% read the last 4 out of 4 issues
- 72% under 55 are on Facebook
- 88% have taken some action as a result of the magazine
- 61% spend over an hour with each issue
- 68% tell others about what they've read
- Save the magazine for an avg of 6 months!



VALUE THEIR HOME

- Avg home value \$347,000 (nearly twice the Census avg of \$189,000)
- 34% own real estate OTHER than primary residence
- 92% made a major purchase in the last 12 months
- 52% remodeled in last 3 years
- \$23,800 avg spent on last remodel
- 26% remodeled bathroom
- 26% remodeled kitchen
- 41% garden



BUSINESS AND COMMUNITY LEADERS

- 70% use the magazine to find out about local businesses
- 79% are professional, technical, managerial
- 1 in 4 serve/d on a board of directors
- 28% contact their elected officials
- under 55 average 4 business trips via air/year



LOVE MUSIC AND THE ARTS

- Compared to the average American, readers are
- 2 times more likely to visit a museum
 - 3 times more likely to attend a concert or symphony
 - 2 times more likely to enjoy live theater
 - 7 out of 10 use the magazine to find things to do



SUPPORT CAUSES

- 48% volunteer with charity or civic group
- 41% attend charity events
- 65% attend religious services



SHOPPERS

- 90% shop locally owned stores
- 90% shop at local shopping areas frequently
- 37% bought a new or luxury pre-owned car last year or plan to this year
- 83% consider the magazine a source of information about home products and luxury goods



FREQUENT RESTAURANTS

- 91% dined out at least once
- 61% visited a restaurant they saw in the magazine
- Dine out an average of 7 times per month



UNDER 55 ARE SUPER ACTIVE

- 62% walk/run
- 52% own a gym membership
- 36% golf/tennis
- 47% entertain/gourmet cooking
- 47% go to clubs with live music
- 48% go wine tasting
- 69% attend local festivals
- 67% attend sporting events
- 28% participate in sporting events
- 72% travel